

An aerial, black and white photograph of the Dallas skyline, showing a dense cluster of skyscrapers and buildings. The word "DALLAS" is superimposed at the top in large, outlined letters.

DALLAS

✓
*Insurance
Center*

MARCH • 1942

PARKER GRIFFITH

ON OUR **22**ND ANNIVERSARY

THANK YOU

The number of our customers and the total of our resources are the highest in our history* . . . The bank was founded February 14, 1920; twenty-two years ago . . . During this anniversary it is our privilege to express once again our appreciation and gratitude to all who have contributed by their loyalty and cooperation to our progress.

* Deposits exceeded \$100,000,000.00 for the first time during 1941....Total Capital and Surplus was increased from \$8,000,000.00 to \$10,000,000.00 during 1941.

REPUBLIC NATIONAL BANK

OF DALLAS



ONE OF THE NATION'S 100 LARGEST BANKS

MORE THAN 35 MILLIONS IN ASSETS FOR OUR POLICYHOLDERS' PROTECTION . . .

Southland Life Records Its 34th Successful Year!

With the Greatest Gains In Its History



A Texas Institution,
Manned by Texans,
Operating
Only in Texas

DECEMBER 31, 1941
Thirty-Fourth Annual Statement
of the

SOUTHLAND LIFE INSURANCE COMPANY

DALLAS, TEXAS

FONDREN LIBRARY
Southern Methodist University
DALLAS, TEXAS

ADMITTED ASSETS	
Cash in Banks and Office.....	\$ 2,530,224.30
First Mortgage Loans.....	8,251,183.89
Collateral Loans.....	184,729.45
Policy Loans and Premium Notes secured by Legal Reserve.....	8,855,304.98
U. S. Government Bonds.....	\$4,054,990.43
Texas Municipal Bonds.....	1,759,093.25
Industrial and Misl. Bonds.....	1,697,167.90
Stocks.....	7,511,251.58
Premiums Deferred and in Course of Collec- tion.....	162,100.64
Real Estate, including Home Office Building.....	1,159,517.43
Balance due on Properties sold under contract Interest and Rents Due and Accrued.....	6,481,076.07
Miscellaneous Assets.....	33,048.37
	194,364.31
	9,230.66
TOTAL.....	\$35,372,031.68

LIABILITIES AND SURPLUS	
Legal Reserve on Policies.....	\$32,508,321.00
Reserve for Installment Death and Disability Claims.....	756,053.00
Death and Disability Claims Reported, no proofs received.....	127,659.00
Premiums, Interest and Rents Paid in Advance	311,355.61
Estimated Amount Due for Taxes payable in 1942.....	61,896.52
Policy Dividends held at interest or payable in 1942.....	53,971.96
Accrued Expenses and Commissions	33,210.98
Reserve for Other Liabilities.....	36,950.75
Contingency Reserve.....	\$ 482,612.86
Capital Stock and Unassigned Funds.....	1,000,000.00
TOTAL.....	1,482,612.86
	\$35,372,031.68

Insurance in Force, \$189,313,431.00
Total Paid Policyholders and Beneficiaries Since Organization, \$40,401,716.00

DIRECTORS and ADVISORY BOARD

OFFICERS


John W. Carpenter . . . Chairman of Board
A. Morgan Duke . . . President
John L. Briggs . . . Vice President and
Assistant Agency Director
Lewis T. Carpenter . . . Vice President and
General Counsel
C. C. Jordan . . . Vice President
Homer R. Mitchell . . . Vice President
P. V. Montgomery . . . Vice Pres. - Actuary
John E. Owens . . . Vice President
Joe Woodward . . . Vice President and
Agency Director
W. C. McCord . . . Secretary-Treasurer
William Lipscomb . . . General Attorney
Dr. J. T. Montgomery . . . Medical Director
Dr. Hall Shannon . . . Medical Director
S. C. Hurst . . . Comptroller
R. Jordan . . . Assistant Secretary
Leslie Sutherland . . . Assistant Secretary
John P. Walker, Jr. . . Assistant Secretary
J. D. Churchill . . . Assistant Actuary
Lorry Jacobs . . . Director Public Relations

A. F. Allen . . . Dallas
Dr. W. H. Bennett . . . Humble
Galloway Colhoun . . . Tyler
John W. Carpenter . . . Dallas
Lewis T. Carpenter . . . Dallas
J. M. Caviness . . . Paris
George Cowden . . . Pearsall
A. Morgan Duke . . . Dallas
S. G. Gernert . . . Taylor
Burris C. Jackson . . . Hillsboro
C. D. Judd . . . Denton
Clarence E. Lutz . . . Dallas
William Lipscomb . . . Dallas
W. C. McCord . . . Dallas
Homer R. Mitchell . . . Dallas
P. V. Montgomery . . . Dallas
W. S. Mosher . . . Houston
John E. Owens . . . Dallas
J. R. Plummer . . . Fort Worth
G. B. Richardson . . . Dallas
Harry L. Seay . . . Dallas
Roy C. Sewell . . . Houston
Dr. Hall Shannon . . . Dallas
H. O. Wooten . . . Abilene

Southland Life
INSURANCE CO.

A. MORGAN DUKE, President

HOME OFFICE --- DALLAS



Dallas Pioneers

Years of Progress
INVITE
Greater Confidence

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

1869 The Schoellkopf Co.
72 Years
Manufacturers and Wholesale Distributors

1872 Dallas Ry. & Term. Co.
69 Years
Street Railways

1874 Bolanz & Bolanz
67 Years
Real Estate and Insurance

1875 Dallas Trans. & Term. Warehouse Co.
66 Years
Transfer

1875 First Nat'l Bk. in Dallas
66 Years
Banking

1876 Fakes & Company
65 Years
Furnishing Texas Homes Since 1876

1876 Charles Ott, Inc.
65 Years
Safes, Locksmiths and Guns

1876 Trezevant & Cochran
65 Years
Insurance General Agents

1876 Ed. C. Smith & Bro. Undertaking Co.
65 Years
Funeral Directors

1885 Mosher Steel Co.
56 Years
Structural Reinforcing Steel and Machinery Repairs

1889 J. W. Lindsley & Co.
52 Years
Real Estate, Insurance

1890 William S. Henson, Inc.
Successors to:
J. M. Colville & Son
51 Years
Printing and Advertising

1893 Fleming & Sons, Inc.
48 Years
Manufacturers—Paper and Paper Products

Established

1896 Briggs-Weaver Machinery Co.
45 Years
Industrial Machinery and Supplies

1897 Merchants Retail Credit Association
44 Years
"Fact Bill" Credit Reports

1899 Dallas Plumb'g Co., Inc.
42 Years
Plumbers

1900 John Deere Plow Co.
41 Years
Agricultural Implements

1903 Dallas National Bank
38 Years
Banking

1903 Republic Insurance Co.
38 Years
Writing Fire, Tornado, Allied Lines, Automobile and Inland Marine Insurance

1903 First Texas Chemical Mfg. Co.
38 Years
Pharmaceutical Manufacturers

1904 Atlas Metal Works
37 Years
Sheet Metal Manufacturers

1908 Stewart Title Guaranty Co.
33 Years
Abstracts of Title, Insurance

1909 Hutchinson-Bonner & Burleson
32 Years
Certified Public Accountants

1911 Graham-Brown Shoe Co.
30 Years
Manufacturing Wholesalers

1912 Stewart Office Supply Co.
29 Years
Stationers—Office Outfitters

1914 Texas Employers Insurance Assn.
27 Years
Workmen's Compensation Ins.

DALLAS

VOLUME 21

NUMBER 3

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

J. F. CHAMBERS, JR. Editor
SAM TOBOLOWSKY Business Manager
ED FLOYD Advertising Manager



Member Southwestern Association
of
Industrial Editors

INDEX

Insurance and the American Way of Life (Editorial)	6
By C. F. O'DONNELL President, Southwestern Life Insurance Company, and Vice President Dallas Chamber of Commerce	
Why Dallas Is a Great Insurance Center	7
By EARL B. SMYTH President Fidelity Union Life Insurance Company	
How Insurance Firms Are Aiding in Victory Effort	8
By A. MORGAN DUKE President Southland Life Insurance Company	
Dallas Grows—(Pictorial Review)	9
What the Insurance Business Means to Dallas	10
Insurance As a Profession	11
By FRANCIS G. BRAY President Texas Association of Life Underwriters	
Insurance Commission Helps State Progress	12
By O. P. LOCKHART Chairman Board of Insurance Commissioners and Life Insurance Commissioner of Texas	
Insurance Can't Prevent a Fire, But It Can Prevent "Total Loss"	14
By ALFONSO JOHNSON Manager Dallas Insurance Agents Association, Inc.	
Careless Fires Are As Bad As Sabotage	15
By HARRY C. WITHERS Chairman Dallas Fire Prevention Council	
Introducing "Flying Cadet R. F. Knucklehead"	16
Dallas Is Center for Casualty Insurance	18
By HOMER R. MITCHELL Chairman of the Board, Employers' Casualty Company	
Dallas Life Managers Set Pace for Nation	20
By LLOYD W. KLINGMAN President Life Insurance Managers Club of Dallas	
Traffic Accidents Can Be Controlled	22
By C. J. RUTLAND Chairman Citizens' Traffic Commission, President Texas Safety Commission	
Life Underwriters Strive to Improve Service for Dallasites	26
By JOHN P. COSTELLO President Dallas Association of Life Underwriters	
Chamber Helped Found Insurance Agents' Association	28
By CHAS. R. TUCKER President Dallas Insurance Agents' Association, Inc.	
CLU Badge of Merit in Insurance World	30
By HENRY S. MILLER, JR. President Dallas Chapter American Society of Chartered Life Underwriters	
The Value of Title Insurance and What It Is	32
By DEXTER HAMILTON President Dallas Title and Guaranty Company	
99 Firms Move to Dallas in January	34
Flowers to Blossom for Defense	36
Washington	40
By DALE MILLER Representative of the Dallas Chamber of Commerce in the Nation's Capital	
Twenty-five Dallas Men in Round-Table Group	41
By CHAS. E. SEAY Chairman Leaders' Round-Table of Texas	
Merchants Seek Law to Curb Gypsy Peddlers	42
Statistics Chart Dallas' Growth	46

Advertising rates on application. Subscription rates, \$2.00 per year. Single copies, 20 cents. Foreign, \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone R-8451. *Dallas* is owned and published by The Dallas Chamber of Commerce. Its objective is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither *Dallas* nor The Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.

ON THE COVER

Cover for this issue of the Chamber of Commerce magazine, *Dallas*, was derived from a process known as "posterizing," and as far as is known this publication is the first to use it in the state. Co-operating to make the experiment possible were Parker-Griffith Photographic Studios and the Wilson Printing and Engraving Company.

The process is achieved by breaking the tones in a photograph into three negatives. One for dark, one for medium and one for light shades. A zinc cut is then made from each negative and when the three are printed together, the result is similar to that seen on page one.

NEW FEATURE

On page 40 of this issue Dale Miller, representative of the Dallas Chamber of Commerce in Washington, begins a monthly column which will be in the form of a report to members of the Dallas Chamber of Commerce on activities in the nation's capital.

Mr. Miller, who has a statewide reputation as a writer and columnist, is noted for his interpretive ability, and it is believed that his column will be of interest to everyone who reads this magazine.

DALLAS CHAMBER OF COMMERCE

OFFICERS: Paul Carrington, President; F. O. Burns, D. A. Hulcy, C. F. O'Donnell, Vice-Presidents; E. J. Gannon, Treasurer.

DIRECTORS: Nathan Adams, Fred F. Florence, Roland Baird, W. J. Brown, F. O. Burns, John W. Carpenter, Paul Carrington, Jno. E. Mitchell, W. D. Felder, Jake L. Hamon, D. A. Hulcy, Z. E. Marvin, Sr., John C. Massenburg, H. Fuller Stevens, C. F. O'Donnell, W. L. Prehn, Jack Pew, J. M. Penland, E. P. Simmons, Ernest R. Tennant, Robert H. Stewart, Jr., R. L. Thornton.

STAFF: J. Ben Critz, Vice-President and General Manager; Clyde V. Wallis, Industrial Department; Bob Bourdene, Manufacturers & Wholesalers Department and Foreign Trade Department; Z. E. Black, Convention Department; R. C. Dolbin, Retail Department; Sam Goodstein, Transportation Department; Mark Hannon, Public Relations and Membership Service Department; Jessie Lancaster, Highway and Information Department; Velma Boswell, Cashier; Sam Tobolowsky, Office Manager; J. F. Chambers, Jr., Publicity Department; Herbert DeShong, Committee Secretary.

INSURANCE...

and the American Way of Life

THE institution of life insurance has played an important role in the economic development of our country. This system of saving and protection is peculiarly adapted to the American way of life. Ours is a Nation of thrifty people, imbued with the principle that it is the duty of every man to make provision, within his means, for the protection of those dependent upon him. The people of the United States, constituting only about seven per cent of the population of the world, own 70 per cent of all life insurance outstanding.



MR. O'DONNELL

Many people look upon American life insurance companies as great giants of wealth. In their capacity as private corporations they own very little; in their fiduciary capacity as trustees for the funds of policyowners, they administer almost \$29,000,000,000, representing the combined savings of more than 60,000,000 individual policyowners. While the insurance companies have legal title to the assets represented by this great reservoir of savings, they do not "own" them, but the policyowners are the beneficiaries of these trust funds. Almost 90 per cent of the combined assets of life insurance companies are required by law to be maintained for the protection of policyowners, and are administered under the supervision of State authority.

No system of saving in any manner comparable to life insurance has ever been devised. These savings

are not static. All insurance premiums paid perform a double duty. They purchase protection for the policyowners and their dependents. They aid materially in the progress and development of the State and of the Nation. They are represented largely by United States Government bonds, County and Municipal bonds, and loans on farms, churches, homes, and business properties. The investments by life insurance companies in Texas exceed by 100 per cent the reserves on policies owned by Texas citizens.

In times of peril a man's mind turns to protection for his loved ones. In time of war he seeks some means of providing ample protection for those dependent upon him. This is evidenced by the fact that during the first World War the sale of life insurance showed a substantial increase over the preceding years, and since Canada has entered the present World War, the Canadian companies have shown a substantial increase in the sale of life insurance. But life insurance companies have no desire to sell investment contracts in competition with Defense Bonds and Stamps. It is the prime objective of every loyal American to win this war at the earliest possible time. This can be accomplished only through adequate financing of our Government in carrying out fully its offensive and defensive program. The people of America should make their investments in Defense Bonds and Stamps and confine their purchase of life insurance policies to those contracts which contain only elements of protection.

President, Southwestern Life Insurance Company and
Vice President, Dallas Chamber of Commerce

★

fe

rm a
policy-
ly in
f the
states
and
prop-
nies
pol-

otec-
ome
de-
that
ance
ling
sent
n a
But
in-
nds
yal
me.
ate
its
er-
nds
ur-
ly

★

42



Why Dallas Is a Great Insurance Center

By Earl B. Smyth

President, Fidelity Union Life Insurance Company

ECONOMISTS and students of business trends and developments often ask this question: "Why did Dallas become a great insurance center?" In considering the matter, they find that in the past ten years Dallas has moved up from eighth place to fourth place among the great insurance centers of the United States, surpassing in this climb numbers of older and larger cities; that the annual receipts and disbursements of insurance funds through Dallas offices approximate \$150,000,000 a year;

and that Dallas insurance offices give direct employment to some 5,000 persons, and indirect employment to a much larger number, because of the services and supplies required by the many companies and branch offices domiciled in Dallas.



MR. SMYTH

Dallas has just passed its one-hundredth birthday, and during the centennial celebration we had occasion to learn of many of the interesting things which contributed to making Dallas a great city. Early in its history, Dallas became the gateway to and source of supply for the rich agricultural region of North, Central and East Texas. The pioneers measured up to their opportunities and responsibilities by establishing wholesale houses and manufacturing plants to supply the needs of the ever-increasing population of this far-flung empire. They brought in the railroads to supply transportation, and they built schools and churches to make Dallas an attractive place in which to live and to do business.

The builders of Dallas conceived a well-rounded city. In many instances they sought out concerns in other parts of the country and offered them strong inducements to locate in Dallas, in order that this strategic city might fully measure up to the needs of Texas and the Southwest for a complete market. Thus it was that Dallas became one of the great distributing centers of the nation.

Since insurance is an essential service wherever people live, Dallas very early came to have general agencies and branch offices. Some of these are still an important part of the insurance business of Dallas. It was not until after the turn of the century, when Dallas was some 60 years old and quite a thriving metropolis, that the first home-owned insurance companies were established here. In 1903, Dallas citizens established the first life insurance company and the first stock fire insurance company in our midst. The establishment of home companies gave an impetus both to the growth of Texas and to the status of Dallas as a leading insurance center.

The late Walter Woodward in 1939, while serving as Life Insurance Commissioner of Texas, presented some interesting figures in a published article, showing the growth of life insurance in Texas from January 1, 1909, the first available records, through 1937, the last year on which he could get full details. On January 1, 1909, the total life insurance with legal reserve companies in Texas was \$106,126,026. On January, 1938, such insurance in force in Texas had increased to \$3,058,734,839. Insurance written in Texas in 1908 amounted to \$48,042,313, while in 1938 the business written reached the significant total of \$716,586,573. The investments by such legal reserve life insurance companies in 1908 amounted to \$8,036,641, and by 1938 such investments had grown to \$574,169,000. A large majority of all the insurance business of Texas is conducted in Dallas, the insurance center.

(Continued on Page 19)

HOW INSURANCE FIRMS ARE AIDING IN VICTORY EFFORT

By A. Morgan Duke
President, Southland Life Insurance Company

FEW PEOPLE in Dallas, probably, realize the tremendous job the institution of insurance, especially the institution of life insurance, is doing in defense effort.

Perhaps a good example of this fact is the following quotation, which points out that life insurance dollars do a triple job for victory:



MR. DUKE

"Life insurance dollars, are being molded into guns, ships, tanks, planes. American life companies, through their purchases of U. S. Government bonds, have loaned our government nearly \$6,000,000,000 of the people's savings. Since the outbreak of the war in September, 1939, the life companies' net investment in Government Bonds has increased by a round billion dollars—enough to build 7,200 pursuit planes, or 13,000 medium tanks, or 160 modern destroyers, or 12,500,000 Garand rifles.

"And—life insurance does not do one defense job but *three*. It helps arm America. It also helps ward off deadly

inflation. And it protects you and your family against *personal* disaster, protection which even more in time of war than in time of peace is essential to national welfare."

Dallas life insurance companies are far from being an exception in the matter of furnishing money for defense effort through their purchase of Government bonds. As a matter of fact, Dallas companies stand near the top in this respect as to the percentage of Government bonds purchased in relation to their total assets. For instance, my own company last year nearly tripled its holdings of Government bonds, increasing its investment in this type of security by approximately two and one-half millions of dollars to a total amount in excess of \$4,000,000.

Life insurance companies and their personnel are helping in many other ways:

Every life insurance company in Dallas has Defense Stamps for sale.

So far as I know, every life insurance company in Dallas has a Defense Bond purchase plan whereby employees may buy Bonds on the installment plan with deductions from their salaries.

Life insurance companies are, of course, large contributors to the Red Cross and similar activities.

Many of the executives of these companies are members of committees which

direct the efforts of defense organizations, including the USO and similar organizations.

A countless number of life insurance executives and employees are members of the Defense Guard.

More than fifty employees and executives of Dallas life insurance companies are already in the armed service, and it is likely that many times that number will be in the service before the war is over.

Practically every agent of every life insurance company in Dallas is a member of the organization whereby other firms are urged to install Salary Savings plans for the purchase of Defense Bonds.

In addition, many of the agents continuously urge prospects to invest in Defense Bonds as well as life insurance, holding that the two go hand in hand—Defense Bonds for national defense and Life Insurance as the best Home Defense against want, privation, and death.

It is entirely true, of course, that, in selling life insurance itself, agents of the Dallas companies are aiding in defense since many of the premium dollars they turn in to their companies will be invested in Government bonds, which will help put muscle into the fighting arms of an aroused, united nation.

Dallas life insurance companies contribute extremely large sums annually in

(Continued on Page 19)



aniza-
milar

rance
nbers

xecu-
anies
nd it
mber
ar is

life
mem-
other
rings
onds.
con-
De-
ance,
nd—
and
ense

t, in
the
ense
they
in-
will
rms

con-
y in
191

?

?



DALLAS

Dallas continues its position as a bright spot on the nation's business map due to the sound and steady growth that the pictures on this page depict.



GROWS

Above is shown the recently completed \$1,000,000 addition to the Procter & Gamble plant. Construction is being rushed, left, on the Standard Brands yeast plant.



New population always brings the need for additional school space. This new annex to the Dallas Technical High School was recently completed and accepted by the Board of Education. The addition cost \$250,000, and will house arts and science classes.

New homes such as the one shown above are rising rapidly throughout the city to be occupied by the influx of new citizens.



Defense workers will soon be housed in the new Cockrell Hill project, one of the most modern settlements of its kind in the United States.

WHAT THE INSURANCE BUSINESS MEANS TO DALLAS

THE insurance business is a vital phase of Dallas' life. The benefit the city derives from companies in this field does not stop with the title: "Fourth largest insurance center in the nation." In fact, that is just the beginning.

Many of the companies have grown with Dallas through the years and in doing so have helped insure the future success of the city while underwriting lives, properties and guarding the citizens against unforeseen events.

The insurance executives are among the city's prominent citizens because they are experts on financial matters and because they have the enviable ability of leadership. Not only can they rally their employees to a task but they carry their leadership into civic affairs and help the citizens safeguard their rights in matters pertaining to national, state, city and county affairs.

Whenever a charity drive is organized or whenever a city-wide campaign is staged if the cause is worthy the insurance employees and executives are among the first to answer the call for support. And for this reason Dallas reached its Community Chest goal last year. It raised its Red Cross quota. It is able to have a Metropolitan Opera season. It can boast of the largest State Fair in the nation and it can accept national praise for its smooth-running municipal government. One cannot mention a phase of the city's life in which insurance executives and employees alike, do not play a vital role as citizens.

Conservative estimates place the number of people employed in the insurance business in Dallas at 5,000. These people rent or own homes, they patronize grocers, the drug stores and the retail houses. They drive cars and buy gasoline and pay utility bills and taxes. They are responsible for a large percentage of the city's retail sales volume and they are also responsible for part of the ever-increasing deposit totals which the city's banks enjoy.

A fairly accurate check shows that there are 240 insurance firms in Dallas.



Insurance workers join the parade of purchasing power.

Of this total 124 handle life insurance, 67 fire and 49 casualty. Virtually all leading fire insurance companies in the United States, approximately 250 in number are either represented by general agents here or have salaried officials in the city. This statement also applies to the casualty companies, of which there are approximately 160 in the nation.

Lending significance to Dallas as an insurance center are the firms of insurance managers, commonly known as general agents and corresponding to a certain degree to the wholesaler in the merchandising field. Of these organizations some of the leading firms in the country are domiciled in Dallas. Some of them are among the oldest firms in the business, having been founded as long as 70 years.

A survey of the 14 largest insurance companies here shows that they alone employ nearly 2,000 people. Their annual local payrolls amount to \$3,258,538.24. Their total insurance in force as of January 1 amounted to \$1,182,697,811.59.

A check of the 22 leading Dallas firms shows that they pay city taxes amounting to \$119,471.45 while all insurance firms in the city pay a total of \$37,593.95 in county taxes and \$29,990.85 in state taxes. If any of these sums were removed

from their respective divisions it would make quite a dent in the anticipated tax revenue. This would also hold true if personal payments by local employees were dropped from the federal tax rolls.

Many of the larger companies here are nationally known not only for their business methods and their huge volume of insurance but for their employer-employee relationships as well. Several plans for retirement pensions, group savings programs, etc., have been adopted nationally after they were originated by local firms. Some companies encourage their personnel in recreation by sponsoring bowling teams, basketball teams, baseball teams and golf tournaments. All of these things combined help to make the insurance worker a healthy, happy individual who has become a better citizen, perhaps, because of the opportunities afforded him by the firm he works for.

When one speaks of Dallas as the fourth largest insurance center in the nation he gets a two-fold picture. On one hand he sees a huge volume of business, many investments and large income. On the other hand he sees 5,000 people, well groomed, happy; neat homes, nice furniture, automobiles, purchasing power—people who are proud of their city to the point where they want to help it progress.

INSURANCE *as a* PROFESSION

By Francis G. Bray

President, Texas Association of Life Underwriters

THE USE of the term "profession" has become firmly established in the public mind as identified with the vocations of medicine, law, dentistry, teaching, engineering, science and many other distinguished callings. It is possible that some might feel it a bit presumptuous, therefore, to apply the term to the occupation of those engaged in the merchandising portion of the Life Insurance industry. However, a clear understanding of the functions, the self imposed ideals and obligations, as



MR. BRAY

well as the high degree of specialized education required of the successful underwriter will demonstrate that the men and women who have been primarily responsible for the \$125,000,000,000 of security to American families richly deserve the dignity of the title "profession."

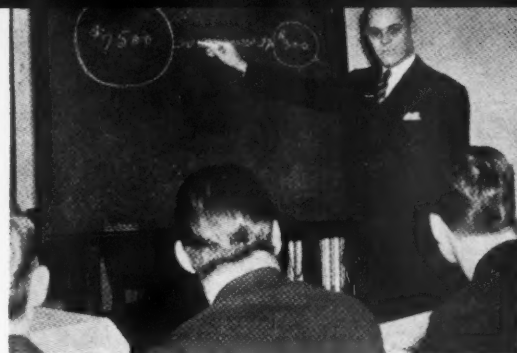
Incidentally, it is not inappropriate to the subject to emphasize at this point the term "Underwriter" as used in the preceding paragraph. The individual who calls to discuss your economic problems and who attempts to create a solution to some of them through the medium of life insurance is first of all an "Underwriter." The loosely used term "agent" merely describes his legal status to his own company and not his service to the applicant. In this latter respect he has actually made the first selection of the applicant as a good "risk" and then, using his specialized knowledge has guided the applicant in the choice of the proper policy before presenting him to the company in the manner that will obtain completely fair and unconfused treatment of the application.

Any explanation of the life insurance

business as a profession would naturally fall into two distinct categories. The first of these would concern its relationship to the investing public and the second with the career of the Underwriter himself. In this discussion we will properly confine ourselves almost entirely to the relation to the public.

It has been said that the successful underwriter must have some knowledge of law, some knowledge of medicine, know a great deal about taxes, be an expert on insurance itself, and have a desire to serve that is equal to that of the clergy. It will be noted that throughout this description the basic principle is one of service and this is the principle upon which all professions are founded. The word "service" is the true measure of the contributions men make to the welfare of society. One of the first lessons that is taught every underwriter is that the public does not exist to maintain the institution of life insurance nor to give the life underwriter a means of making a living. To the contrary, life insurance and the life insurance man exist to serve the public. Such a creed immediately imposes a powerful obligation on the underwriter to serve well lest he abuse the purpose to which his career is dedicated. The real test of life insurance as a profession, therefore, is the judging of how deeply it and its members regard this obligation to serve well by self-imposed restrictions, safeguards, ethical methods of procedure and constant striving for greater proficiency, all in the interest of the public. Let us go behind the scenes, now, and inspect these men, let us weigh them and then determine their right to wear the distinguished badge of "profession."

As to proficiency, is it true that the neophyte salesman is simply handed some essential materials and the phone book with instructions to "see the people"? It emphatically is not. Every life insurance company in America maintains a very comprehensive basic course of instruction for the new representative



Studying insurance is like studying for any other profession.

and in practically all cases he is required to master this course and receive a designation signifying that he has done so before being allowed to approach the public on his own. However, his instruction has only begun with the basic course, for in most cases he then enters an intermediate course and so progresses gradually to the advanced underwriting courses that will eventually qualify him as an expert in all phases of the business. It is thus apparent that the companies themselves are vitally interested to the point of requiring education of a high order.

This is not all, however, by far. The Underwriters of America are joined together in an organization known as the National Association of Life Underwriters which has existed for more than fifty years. Each state in the union comprises a subdivision of the national association as in the case of the Texas Association of Life Underwriters and each city which can qualify has its own local association. There are twenty-two such local associations in Texas. The important factor concerning this organization is that almost its sole function as described in its constitution and by-laws is the constant effort to better equip its members to serve the public. In this regard schools for this purpose are held in the local associations almost yearly, taught by competent instructors and in the last two years each one of the groups in Texas have held extensive courses comprising some fifteen weeks of instruction. The best possible evidence of the professional desire is demonstrated by the Code of Ethics of the National Association which is, in brief, as follows:

1. Real service; his interest is ours.
2. All his affairs confidential except by express permission.
3. Show him needs and service that fit.
4. Avoid confusing him with forms and details of policy or company.

(Continued on Page 21)

Insurance Commission Helps State Progress

By O. P. Lockhart

Chairman, Board of Insurance Commissioners and Life Insurance Commissioner of Texas

IN THINKING of early Texas and early Texans, we think of a wide expanse of land, untamed, with plenty of wild game of all sorts, an overly rich territory just waiting to be developed into the homes of thousands of hardy people—and the early Texans, the first of the hardy people, were capable, used to difficult physical labor, and ready for any emergency. As one humorous writer put it, the early Texan went out in the morning with his ax in one hand and his life in the other.

Because of the great territory and scarcity of population the first Texan had to perform many varied duties. He cleared the land, farmed it, hunted for his meat, and even ground his corn. In a similar manner the early supervision of insurance was only a part of the many duties of the man who had insurance in his charge. The State Comptroller of Public Accounts was the first "Insurance Commissioner" along with his other official duties. It was in 1874 that the first law was passed, by the 14th Legislature, regulating life and health insurance; and in 1875 the second insurance act regulated fire and marine companies, through the Comptroller. We



O. P. LOCKHART
Chairman of Insurance Commissioners and Life
Insurance Commissioner of Texas

do not know that this early state officer had to enforce his instructions with the use of a gun, with which he also protected himself from the Indians, but it is a fact that Indians were still savages in Texas in 1875, and were causing trouble within 75 miles of Austin, the state capital.

The Insurance Department, as such, may be said to have come into existence in 1876. The constitution adopted in that year authorized the Legislature to create the office of Insurance Commissioner. This the Legislature did the same year. The discharge of varied duties, typical of early days, continued. The department supervised by the Insurance Commissioner was designated "Department of Insurance, Statistics and History." The Commissioner had charge of insurance matters, gathered information and statistics of interest to the public, and was authorized to obtain possession of documents, books and papers concerning the history of Texas, including documents from Mexico dealing with the history of Texas. He was also State Librarian.

This trend toward multiple duties continued on through 1885 when the Legislature, evidently in a considerate mood, added the duties of Commissioner of Agriculture to the Insurance Commissioner, and also made him a member of

the Board of Directors of A. & M. College. We in the Department of Insurance who think our duties are varied and difficult, would feel relieved immensely to remind ourselves of the requirements of the Insurance Department in those days.

With the steady growth of the state, evidently the necessity for specializing forced itself on the Legislature. The days of providing all the meat by hunting in the front yard, and growing all the other things the early Texan ate, were going. He had taken out of the "other hand" the protection of his life and turned that duty over to the policy. In 1907 the Department narrowed down to "Department of Insurance and Banking," and separate offices were created for Commissioner of Agriculture and State Librarian. The Insurance Commissioner began to focus his duty and thought more on the growing business of insurance.

From 1907 to 1927 Texas grew enormously. It changed from a more or less secondary state into one of the most populous and certainly one of the most important in insurance. During this period, when the state became industrialized, oil was discovered, and highways traversed the entire state, many corresponding changes occurred in the supervision of insurance. The State Insurance

(Continued on Page 38)



MARVIN HALL
Fire Insurance Commissioner of Texas



J. P. GIBBS
Casualty Insurance Commissioner of Texas

WE, INC.

When the President of the United States announced his unified war plan and asked for . . .

60,000 planes this year;
125,000 planes next year

—gasps of amazement reverberated around the world. But you and I know it can be done because we have more workmen, more materials and more industrial capacity than any nation in the world.

Yes, we can do it . . . if you and I work together. You have the youth, intelligence and skill necessary to make an expert pilot, aircraft mechanic, instrument technician, radio operator, etc. . . . and we have the tools, equipment and instructors necessary for your training. Together we can do the tremendous job ahead of us; together we can win the war. You and I . . . WE, INC.

Write Department CC for a copy of our free catalog

DALLAS AVIATION SCHOOL

LOVE FIELD

DALLAS, TEXAS

There are two big, new reasons for riding street cars and coaches to shop between 10 A. M. and 4 P. M. (War Time):

1. To save your tires so your family can enjoy the use of your car just as long as possible!

2. To make room for workers, executives and salespeople who are riding street cars and coaches to and from work, during the early morning and late afternoon rush hours.

Save Your Tires... Make Room for Workers

Here's the situation: People must get to and from their work. They, too, are *saving their tires by riding street cars and coaches*. As a result, street cars and coaches are crowded to capacity during the rush hours.

So, for the comfort and convenience of those who ride to work; and, for your own personal comfort and convenience, we urge you to shop between 10 and 4, during which time there are plenty of seats on street cars and coaches.

The Dallas Railway & Terminal Company is doing everything within its power to maintain and improve the high standard of public transportation service for which Dallas has a nation-wide reputation. New equipment is on order and schedules are being adjusted to care for the thousands of new riders who are properly depending upon this Company for dependable transportation service . . . now, as always!

Shop Between 10 and 4

DALLAS RAILWAY & TERMINAL COMPANY

Insurance Can't Prevent a Fire But It Can Prevent a

By Alfonso Johnson

Manager, Dallas Insurance Agents
Association, Inc.

IF FIRE break out, and catch in the thorns, so that stacks of corn, or the standing corn, or the field be consumed therewith; he that kindled the fire shall surely make restitution." So said the old Mosaic law, some fifteen hundred years, B. C. Thirty-four centuries later, we are



MR. JOHNSON

are still interested in "restitution" when the fire consumeth but we no longer look to an individual for that restitution or indemnification. We do try to apply the principle of the old Mosaic law in cases of arson but the convicted arson-

ist is punished by law and the insurance company makes the monetary restitution. Fire insurance is a tremendous business (fire insurance companies in the course of a year protect property worth about two hundred billions) but it is of more interest to the average person because it is a social device for reducing or eliminating the cost to society of certain types of risks. Our highly organized American way of doing business (called the invested capital system and the credit economy by our economists) is made possible by insurance that protects the property on which loans are made. Insurance protects our people against the chances of misfortune which they themselves cannot afford to take. Losses are pooled and so distributed that they fall very lightly upon the thousands instead of crushingly heavy upon the few.

A great New York lawyer recently said, "the fire insurance policy is probably the most important contract in the world." Most important because without it, modern business, national and international, could not continue.

The "help one another" spirit of the early days prompted the neighbors to help rebuild the homes and barns destroyed by fire; modern fire insurance is the same principle with a different

"Total Loss"

style of bookkeeping. Every time the fire department makes a run it is "our" fire and we must help pay for it even though we never heard of the legal owner of the property destroyed. We pay for the run even if it is a false alarm—our tax money pays for the upkeep of the fire department.

The present day fire insurance policy with all of its small print, which is seldom read, is comparatively new but the roots reach back to the days of primitive man when the first tribes banded together for physical protection. The big club of the cave man was his insurance policy and he carried his insurance because of the instinctive urge to protect what he had. Self-preservation and protection of property are laws of nature.

The Chinese, long before they invented gunpowder and long before they built the Great Wall, transported their merchandise by water; it was their only practical method in the early days. The Yangtze River had, and has, many dangerous rapids and many boats were dashed against submerged rocks and wrecked in spite of the uncanny navigating ability of the Chinese boatmen. When a boat was lost it generally meant utter ruin for the owner. The Chinese conceived the idea of distributing the hazard of "shooting the rapids" by stopping all boats at the source of the danger until all were ready to go through. Each merchant distributed his shipment, putting one of his packages in each of one hundred boats, and in turn accepting one package from each of the other ninety-nine boat owners. If one boat went down, each merchant lost one package instead of one merchant losing one hun-

(Continued on Page 23)

This would have been a "total loss" had it not been insured.



—Dallas News Photo by Earl Moore

CARELESS FIRES ARE AS BAD AS SABOTAGE

By Harry C. Withers

Chairman, Dallas Fire Prevention Council

IN 1941 Dallas burned up a million dollars' worth of property. In the first five weeks of 1942 Dallas fire losses approach the staggering total of nearly \$100,000 a week; more than five million dollars a year.

The materials and supplies destroyed represent a commensurate decrease in vital resources needed in the prosecution of the national war effort.

The carelessness which permitted such destruction borders upon criminal negligence, and within its extent is



MR. WITHERS

fully as effective as enemy sabotage.

Aside from the effect upon the war effort these losses must be paid for in hard dollars; paid for not only by the insurance companies and by the careless property owner, but also by the careful property owner, who never has a fire.

The immediate result is a cash penalty of \$75,000 additional premiums which insurance buyers in Dallas, whether good or bad, must pay.

As of March 1 the good fire record credit will be reduced from 10 per cent to 5 per cent. Your insurance is going to cost you more on your 1941 record. The start made in 1942 threatens to wipe out even the 5 per cent credit.

How is this going to be stopped? Not by the fire department. It can't prevent fires. It can only check or extinguish them, once they have started.

It will not be stopped until each individual assumes an individual responsibility in the correction of fire hazards; until he knows the common causes of fires and is interested enough to remove such causes from his premises.

The city government, through its Fire Prevention Council, seeks constantly to make these causes familiar to every citizen.

This Council, with the aid of other organizations, promotes a perpetual program of education designed to make Dallas so fire-prevention-conscious that eventually a fire will be regarded as unpardonable carelessness.

The Council is composed of fifteen members, serving without compensation. Its goal is to make Dallas free of fires. The goal may never be reached but it can be approached if public interest can be aroused.

To arouse such interest slogan contests have been held, local newspapers have illustrated fire hazards with suggestions for their correction. Fire Prevention Week was celebrated with a parade arranged by the Junior Chamber of Commerce, with educational programs, fire department demonstrations and poster contests among school children.

These efforts produced some good results, but not enough. Especially not enough in business and industry where the record reflects no credit upon the men who operate business and industry.

The results will not be satisfactory until everyone regards fire prevention as a personal obligation; an obligation he owes not only to his home and his business but to his neighbor and his city.

All the education on the subject will lose effect unless citizens stop to realize the tragic results fire losses bring to safety and economic stability.

Business and industry should take advantage of the fire prevention educational programs made available to them. Householders have an opportunity to check their homes for hazards through school children and air raid wardens.

We must reduce our fire losses drastically if we are to earn a fire insurance credit consistent with other cities our size. In 1940 the per capita fire loss in Dallas was \$3.73; in 1941 it was \$3.06. Our present objective is to eventually lower this figure to one dollar per capita, then to keep it under that figure constantly. Other cities are doing it; we must do it.

We are not standing by, hoping for results. Some good has been accomplished, particularly in the residential areas where fire hazards are constantly being found and corrected by 14,000 organized school children.

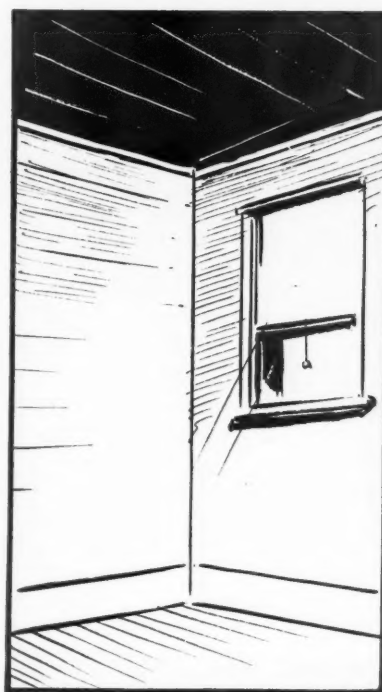
In 1941, the overall fire loss in Dallas was \$200,000 under 1940; the number of fires in residential areas was reduced from 421 to 242, an improvement of approximately 50 per cent. It was the

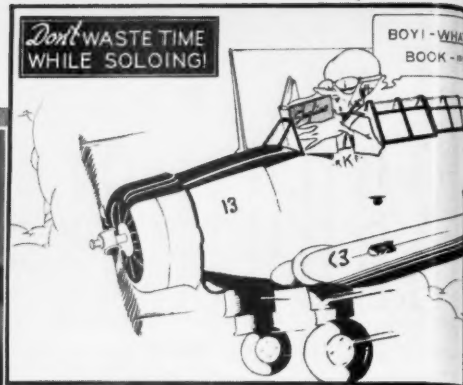
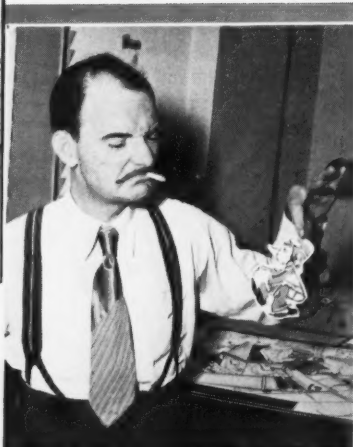
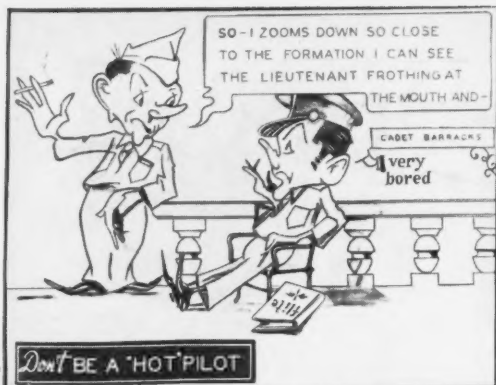
(Continued on Page 33)

IT CAN HAPPEN HERE

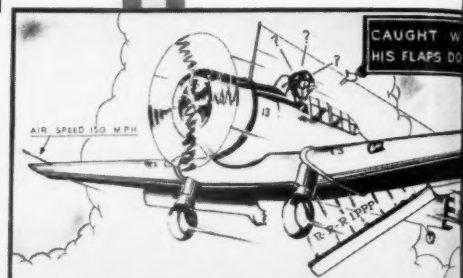


IT CAN'T HAPPEN HERE





Artist Jack Zumwalt of Randolph field registers profound disdain as he examines his brain child, Flying Cadet R. F. Knucklehead, who sprang full-grown from the drawing pen in response to demand for a character to illustrate what the Army Aviation Cadet should NOT be. Christened "Knucklehead" because this term has long been used in the Air Corps to describe the thick of skull, this little cartooned catastrophe is now setting horrible examples in a series of training films.



In common with many another Aviation Cadet, Knucklehead flies a North American BT-14 basic trainer, as may be seen from the drawings on this page. Because his brain was short-changed, Aviation Cadet Knucklehead has a very important job with the Army Air Corps. To Uncle Sam's Air Corps he'll always be a reminder that a fool and his plane are soon parted. Not awarded a first name because no one could think of anything insulting enough, he faces a life full of crashes, embarrassments, and gruesome grins.

Introducing-



~ Eminently qualified by assiduous practice to demonstrate many of the pilot's *don'ts*

The star in a forthcoming series of instructional films being prepared at Randolph for circulation to Air Corps schools throughout the country, Aviation Cadet Knucklehead, the cartooned coo-coo has been bombarded by mail suggesting nicknames and given names. Some of these were "Knucklehead, the Illegal Eagle," "Knucklehead, the Gliding Goon," and "Knucklehead, the Addled batross," but the prize — autographed picture of the famous cadet himself — went to Tom Ham, Georgia newspaperman, who tagged him "Stuporman."



Courtesy of
SKYLINE
North American Aviation,
Inc., Magazine





TRINITY UNIVERSAL INSURANCE COMPANY

DALLAS, TEXAS

Edward T. Harrison, President

★ ★ ★

Financial Statement

December 31, 1941

ASSETS

Cash and U. S. Government Bonds	\$1,325,980.83
State, County and Municipal Bonds	2,168,737.51
Miscellaneous Bonds	171,017.77
Stocks	1,812,114.00
First Mortgage Loans on Real Estate	423,317.53
Collateral Loans	218,000.00
Site for Company's Office Building	144,000.00
Other Real Estate	202,317.12
Premiums in Course of Collection	825,179.55
Premium Notes Receivable	157,633.63
Accrued Interest	28,007.39
All Other Admitted Assets	887.66
Total Admitted Assets	\$7,477,192.99

LIABILITIES

Reserve for Losses and Claims - \$	470,244.00
Special Reserve for Liability Claims	1,178,691.72
Reserve for Unearned Premiums	2,819,158.51
Reserve for Taxes	214,841.28
*Voluntary Reserve	61,657.25
Reserve for Other Liabilities	52,187.30
Commissions Payable	238,180.88
All Other Liabilities	45,905.57
Capital	\$1,000,000.00
Surplus	1,396,326.48
Surplus to Policyholders	2,396,326.48
Total	\$7,477,192.99

*To bring stocks to Market Value at December 31, 1941

On the basis of December 31, 1941 market quotations for all bonds and stocks owned, the total admitted assets and surplus would be increased by \$142,300.28

AUTOMOBILE — CASUALTY — FIRE — INLAND MARINE — COMPENSATION — BONDS

She Needs More Than Love

From the moment she says "I do," every bride needs and is entitled to financial protection against economic disaster. Insurance provides that protection for her when it is needed in time of death, fire, sickness and other adversities. Your insurance agent will help you plan a complete program. Call him now.

And for the best insurance of happy memories tomorrow for today's bride we recommend fine portraits of her loved ones.

PARKER · GRIFFITH

PHOTOGRAPHERS

2007 Bryan Street

Telephone R-3043



Mr. Merchant . . .
For larger profits and repeat business sell
REALSHINE Shoe Polish . . . made by the
oldest shoe polish manufacturer in Texas.
REALSHINE COMPANY
2644 Main St. Dallas, Texas C-5631

LIGHT for DEFENSE

*.. Darkness is the greatest ally
of the burglar and saboteur.*

Protective Lighting performs double duty. It deters the intruder... and it makes him readily visible and easier to apprehend.

An experienced lighting engineer can help you guard your store or your factory with LIGHT.

Phone Central-9321, ask for Statist 369.
There is no charge, no obligation.

DALLAS POWER & LIGHT CO.



First In Dallas

In Furniture Sales

**Such Popularity Must Be
Deserved**

1 1 1

Hart Furniture Co.

Elm at Harwood

DALLAS IS CENTER FOR CASUALTY INSURANCE

By Homer R. Mitchell

Chairman of the Board, Employers
Casualty Company

WHEN we speak of casualty insurance we really mean all the miscellaneous lines of insurance not contemplated as life, fire or marine insurance. There are many casualty companies which write only a few of the miscellaneous lines but do not write any form of life, fire or marine insurance, but, on the other hand, there are many life fire or marine companies which write some of the miscellaneous lines of casualty insurance. It is not easy therefore to analyze the casualty insurance business



MR. MITCHELL

of Dallas in an exhaustive way without qualifying any or all comments as being inexact to the extent that incidental casualty business done by life, fire and marine companies is not available in published reports or in response to mere inquiries.

The earliest form of casualty insurance was personal accident insurance and it was originally written on a very limited coverage. It was many long years before personal accident insurance was available on anything like an unlimited coverage. It is now one of the most popular forms with the insuring public who buy it freely on both limited and unlimited forms. It is sold by companies who specialize in accident or accident and health insurance alone as well as by general casualty companies who offer it along with many other kinds of coverage.

Liability insurance, or third party accident insurance, was the second form of casualty insurance to attain any degree of popular appeal and appeared about fifteen years after personal accident insurance was introduced. It was a long time in coming into its own. Not until the advent of the automobile with its obvious hazards to life and limb did liability insurance assert its dominating position in the casualty insurance field.

Workmen's Compensation insurance did not arrive until the second decade of the present century. It came in like a lion, not as a result of salesmanship as had its predecessors but as a response to new laws that left no choice to employers of labor to provide this form of casualty insurance. It is a combination of group personal accident insurance and employers liability insurance by virtue of which employees become entitled to a statutory schedule of benefits in case of accidental injury and the employer is either made immune from legal liability or indemnified against the claims of injured employees. Within the span of less than ten years the volume of annual premiums on this latest form of casualty insurance leaped far into the lead and is growing by leaps and bounds.

Dallas early established itself as a center for the distribution and service of casualty insurance as the various forms of casualty insurance have been developed. Dallas has continued to maintain its prestige as the center for an area much larger than the State of Texas.

First came the general agents of eastern and northern companies planting local agencies and developing them through special agents experienced as salesmen and sales managers capable of instructing local men in the technical details of coverage and service. Later the companies established branch offices with staffs of experienced underwriters, engineers, auditors, salesmen and clerks so that the policyholders could have more prompt and efficient service. Finally, domestic Dallas casualty companies were organized and the business of casualty insurance became an outstanding feature of the Dallas financial structure employing thousands of men and millions of capital.

Following is a tabulation of figures giving a fair but not an exact statement of the number of companies engaged in the business of casualty insurance with representation in Dallas by general agency, branch office, local agency or home office:

Firms doing business in Dallas—160.
Total income of companies \$40,000,000.00.

Combined assets of Dallas companies \$25,000,000.00.

There is also given the approximate annual premium income on casualty insurance through general agencies, branch offices and home offices. No effort could be made to accumulate the volume of casualty business done by local agents not already included in general agencies, branch offices and home offices, and finally, is given the assets of those casualty companies whose home offices are located in Dallas. It makes a showing that must be amazing even to men in the insurance business who, however, have not seen the total figures assembled in this way.

Insurance Center

(Continued from Page 7)

Again comes the question: "Why did Dallas become a great insurance center?" The answer would seem to be that because Dallas citizens had the initiative and enterprise to make it such. It has been pointed out that Newark, New Jersey, far from the cattle ranges of the world, became the leather center; that Paterson, New Jersey, very remote from the habitat of the silk work, became the silk center of the world; and that Akron, Ohio, thousands of miles from the rubber groves of Malaya, became the rubber and tire center of the world. The reason ascribed for these interesting developments is that men, through energy and enterprise, built their industries into positions of dominant leadership. Dallas, the gateway to an empire and the market center for thousands, and even millions, was favored with an opportunity; the builders of Dallas recognized that opportunity and took advantage of it in establishing here and developing to large proportions insurance offices and institutions which have brought to our city favorable recognition throughout the nation.

Victory Effort

(Continued from Page 8)

the payment of local, state, and national taxes, a part of which at least are earmarked for national defense.

These statements are made with no spirit of braggadocio, but rather in humble thanks for the myriad opportunities that we of the life insurance business find for our energy and mentalities in prosecuting the war for our country, for life, liberty and the pursuit of happiness, all of which are a vital part of the American and the Dallas way of life.

HENRY S. MILLER CO.

Realtors and Insurors

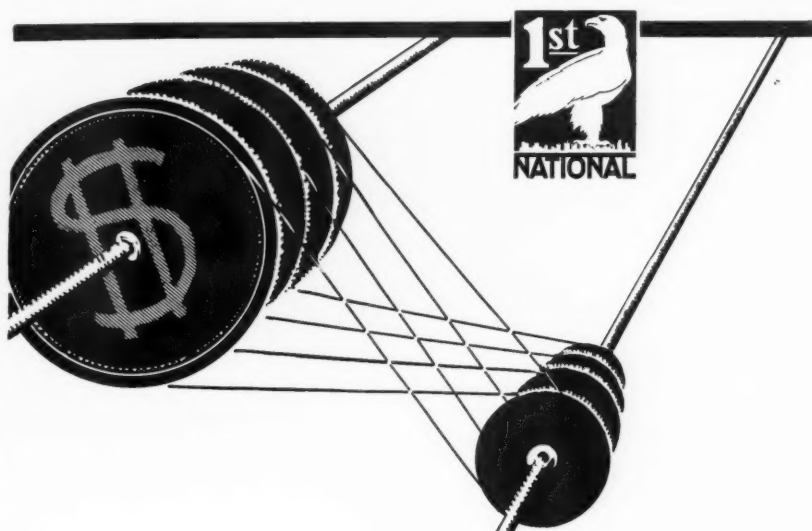
HENRY S. MILLER, M.A.I.

HENRY S. MILLER, Jr., C.L.U.

Business and Industrial Property—Sales and Leases—
Appraisals—Loans—Business Property Management.
Insurance.

SOUTHLAND LIFE BLDG.

DALLAS, TEXAS



ACTIVE DOLLARS MEAN BUSY PEOPLE

GUNS, TANKS, PLANES must be provided. Defense Bonds and Stamps must be bought—not tomorrow, but *now, today!* The production, distribution and use of many consumer items must continue on a sane and reasonable basis. Dollars must be active. People must be busy. To that end we pledge our full co-operation in considering every loan application—for personal needs—for defense production—for continuance of all businesses necessary to civilian morale and winning of the war.

FIRST NATIONAL BANK

IN DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

INVESTMENTS INSURED
Current Dividend Rate 3% Per Annum

DALLAS FEDERAL SAVINGS AND LOAN ASSOCIATION

1411 Main St. Phone C-9377
Member Federal Home Loan Bank
System

Telephone
C-7111

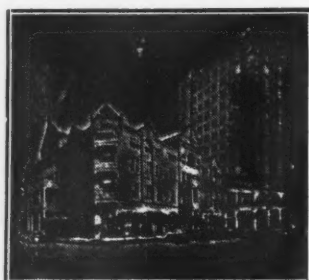


DALLAS TRANSFER

and Terminal Warehouse Co.
(Established 1875)
2nd UNIT, SANTA FE BUILDING
Warehouse, Office and Display Space
Moving—Heavy Hauling—Packing

Agents for:
H. & N. T. Motor Freight Line
Lone Star Package Car Company
Dallas-Fort Worth Motor Freight Lines
Allied Van Lines, Inc.
PHONE C-7111

*Your Home When Away
From Home*



The Driskill Hotel

W. L. STARK, Manager

DALLAS LIFE MANAGERS SET PACE FOR NATION

By Lloyd W. Klingman

President, Life Insurance Managers' Club
of Dallas

OVER thirty years ago the heads of several life insurance agencies in the city of Dallas decided to create an informal association for the purpose of interchanging ideas and plans in connection with their business. An outgrowth of this original "luncheon" club is the Life



MR. KLINGMAN

Insurance Managers' Club of Dallas, an affiliate with the General Agents and Managers' section of the National Association of Life Underwriters. The Dallas Life Insurance Managers' Club is the second oldest of its kind in the

United States, and its charter is incorporated in the State of Texas. With the growth of the City of Dallas as an insurance center, it likewise followed that the membership in the Life Insurance Managers' Club grew accordingly and at the present time has one of the largest memberships in the Nation. In 1941 the Club received in behalf of the "Managers' Magazine" a certificate of award for having the largest percentage of membership in Class "A" cities, including such metropolitan centers as Philadelphia, Chicago, Boston, etc.

All managers and general agents of both life and industrial insurance companies are eligible for membership and at the present time there are 68 members on the roster. Luncheon meetings are held monthly.

Since its original formation as an informal luncheon gathering, the Managers' Club has now established definite objectives in its program of activities. Many of these functions are in the interest of the public as well as for the benefit of its members. Discussions at the meetings have to do with the induction, training and development of life underwriters in the City of Dallas. Other subjects studied are the public relations with the policyholders and public in general. The specific problems of handling

a life insurance organization are likewise an important topic for analysis.

In addition to scrutiny of the problems of the insurance business, many prominent business executives and insurance men have been brought to Dallas to share their knowledge with the local membership of the Dallas Managers' Club. In collaboration with the Dallas Association, outstanding speakers both in the insurance business and public life likewise have been made available to the insurance underwriters and in some instances also to the public.

The fundamental objective of the Dallas Managers' Club is an effort to use the organization as a clearing house for worth while ideas that may result in bettering the service of life insurance to the public.

Other definite objectives in the yearly program and activities are as follows:

1. Advance the best interest of the life insurance business.
2. Maintain the ideals of the business.
3. Bring managers into a more intimate and friendly business and social relationship.
4. Promote the exchange of ideas among the members.
5. Disseminate life insurance information to the public.
6. Stimulate the prestige of the life insurance business in the community.

Feeling that the basis of consistent progress of insurance service must be based upon adequate trained life underwriters, special schools and training courses have been sponsored by the club, not only for the insurance agents, but likewise for the supervisory staffs. In addition, certain standards have been set up to eliminate the unfit agent in the business. An effort is being made to establish definite requirements of underwriting skill for the life underwriters who are meeting the public.

Present officers of the club are: Lloyd W. Klingman, president, Equitable life of New York; Campbell Green, vice-president, Southwestern Life Insurance Company; A. Allen Anderson, secretary-treasurer, Republic National Life Insurance Company.

Insurance Profession

(Continued from Page 11)

5. No misrepresentation made or misunderstanding permitted.
6. No rebating or other discrimination.
7. No twisting of own company's policies or another's.

It will be noted that the Code is applied almost solely to the Underwriter's relations with the buyer.

In practically every state there are very specific laws on the statute books forbidding, under severe penalty, the practice of misrepresentation, twisting and many other things injurious to the policy-holding public. The significant fact is that nearly all of these codes, restrictions and guiding principles are *self imposed*. They came about through the insistence and the desire of the underwriters themselves.

There are many other points that could be described at length, for the efforts of the profession along the lines described above are both great and numerous, but space will not allow. Lastly, but undoubtedly one of the greatest factors, is the American College of Life Underwriters. This is in effect the *summa cum laude* of the life underwriter. The purpose of the College is to give the underwriter a course of study which is comparable in every way to the standards established by the great professions. The movement has been given the cooperation of several hundred of the country's leading universities and colleges. The course requires that the underwriter complete a four-year course of study. After satisfactorily passing a series of examinations which are given under the most rigid requirements, he receives the designation or degree, if you will, of Chartered Life Underwriter. To obtain the golden key symbolic of the C. L. U. Degree he must master such subjects as economics of life insurance, principles and practices of life insurance, principles of economics, government, sociology, commercial law, wills, trusts, estates, taxation, corporation finance, banking and credit and principles of investment. Truly the underwriter, even the holder of the C. L. U. degree, never ceases to study and strive to the better service of his clients. His own success is in a direct ratio to the degree and scope of the constructive service he renders. The practice of life underwriting is truly a "profession" of the highest order.

TOM P. ELLIS

DALLAS SMITH

ELLIS, SMITH & CO. INSURANCE AND BONDS

Representing

Home Insurance Company of New York
Great American Insurance Company of New York
Fidelity & Guaranty Fire Corporation of Baltimore
Gulf Insurance Company of Dallas
Trinity Universal Insurance Company of Dallas

General Agents:

Great American Indemnity Company, New York
DALLAS

Ground Floor
Thomas Building

Phone C-8428

Need BANKING HELP on New Problems ★ ★ that *War* has brought into your business?

Perhaps among the many modern services of this bank is one that may solve the financial problem that war conditions may have created in your business.

Why not talk over the matter with us? We will extend practical cooperation.

DALLAS NATIONAL BANK DALLAS, TEXAS

Member Federal Deposit Insurance Corporation

TRAFFIC ACCIDENTS CAN BE CONTROLLED

REDUCTIONS in human and economic losses from traffic accidents can be attained in direct proportion to the degree desired by public officials and citizens of any community. It is not a lack of knowledge, but a lack of determination to take the known steps that



MR. RUTLAND

will control traffic evils. It is an indictment of gross negligence of all Texans to know in advance year after year of the specific causes, locations, and nearly every other factor except perhaps the names of the individuals involved,

that within the next twelve months we shall kill 1,600 people on our streets and highways—and do very little about it.

In 1936 in Dallas, officially appointed representatives of the major civic organizations and public officials involved, bound themselves together into a Citizens' Traffic Commission. This group was determined to take certain steps recommended by national authorities. These steps had proven effective in other American cities. At that time Dallas had been killing an average of 50 persons per year within its city limits, injuring 1,440 others, with an annual economic loss of \$2,150,000.00. Motor vehicle registrations then were 97,000. One the basis of increased population, gas consumption, and automobile registration (increased to 133,000 in 1941) Dallas should have killed 65 persons during 1941. By the application of sound traffic engineering, a raised level of enforcement, and intelligent public and school education, all Dallas has now become convinced that these steps are sound and will definitely produce results.

A Traffic Engineering Division of the City Government was set up to study

high accident locations, traffic congestion, and apply scientific engineering remedies. Enforcement officials were convinced that the people would support an intelligent, certainty of punishment, type of enforcement program of those moving violations which were causing death and injury. The police began to do a selective enforcement job, placing their men at those locations and at the times of day when accidents were most frequent and concentrating on those causes which were producing accidents. The City Council established a definite anti-ticket fixing policy. Corporation Court Judge Joe M. Hill permitted no guilty person to escape penalty in his Court. District Attorney Dean Gauldin and the County Courts in 1941 reached a peak of convictions of drunk driving cases, with licenses suspended under the new state laws. Sheriff Smoot Schmid has carried on a strong training and enforcement program throughout the County. Captain Sid Gilbert of the State Patrol has borne down on negligent drivers on the highways. The Traffic Commission publicized the movement

By
C. J. Rutland

Chairman, Citizens' Traffic Commission
President, Texas Safety Commission

and aroused public support of the fine constructive work carried on by officials.

Through the press and radio Dallas County people were quickly convinced that this wasn't just a drive, but that a permanent program had been adopted; that these steps would be permanent; that punishment was certain; and that definite control measures had been adopted just as had been done in past years in public health, fire, and crime control. As a result, in 1940 Dallas shared with Kansas City top honors among all American cities in the National Traffic Safety Contest.

Only 22 deaths occurred within the city limits in 1940; in 1941 there were only 31; and at this writing there has been one death in the City of Dallas in 1942.

**DON'T LET
THIS HAPPEN
TO YOU**



Dallas News Photo by Doc Odom.

Fire Insurance

(Continued from Page 14)

dred. It seemed logical and it worked. It may seem ludicrous to us but the principle is identical with our modern fire insurance system. We merely distribute our risks and we help pay for the losses of the other fellow. The Chinese actually and physically distributed their merchandise while we distribute the risk by modern bookkeeping and clerical methods.

The first property insurance was "marine insurance" covering shipments by boat but as far back as 1218, the Guild of the Blessed Mary in Chesterfield, Derbyshire, England, included in its by-laws the following: "help shall be given in the case of loss by fire, robbery, or other mishap." Each member of the Guild paid a designated amount for this protection.

The great fire of London in 1666 resulted in the establishment of the world's first fire insurance company, replacing the good-neighbor and Guild plans of pitching in and helping the victims of fires. The American colonists for a long time used the neighborhood method of distributing the fire losses and the first American fire insurance company was not formed until 1752. The first company, with the unwieldy name of the Philadelphia Contributionship for the Insurance of Houses from Loss by Fire, has many claims for distinction. It was the first in America, it was founded under the inspiration of Benjamin Franklin and it is still in existence.

Believing that trees in front of a house increased the hazards of lightning and interfered with the work of the bucket brigade in case of fire, that early company would not insure a building surrounded by shade trees; it wrote only seven-year policies. For thirty-two years after the forming of our first insurance company, folks with trees in their yard were denied fire insurance protection.

Today, property insurance conserves the wealth of the unfortunate through its fire branch and its educational work in distributing fire prevention information. It has made it possible for the smallest home owner to protect himself financially against the sudden and unpredictable losses due to fire, windstorm and other destroyers that constantly threaten all property. Fire insurance is a social device and it makes possible that certainty of possession so necessary for one's welfare and peace of mind.

DENNIS G. COLWELL AGENCY

General Agents

GENERAL AMERICAN LIFE INSURANCE CO.

LIFE — ACCIDENT — HEALTH
HOSPITALIZATION and GROUP INSURANCE

DENNIS G. COLWELL, Agency Manager

Associates

"Smack" Reisor
J. N. Millard

Guy M. Hamm, Jr.
Jno. J. Stuart

Roy Bryan
E. T. Stout

923 Republic Bank Bldg.

Dallas, Texas

If Your Corrugated Box

Problems Are
Getting You Down—
Call Gaylord



GAYLORD CONTAINER CORP.

DALLAS

Est. 1906

Home Owned

Dallas Title and Guaranty Company

"Oldest Title Insurance Company in Texas"

TITLE INSURANCE . . . ESCROW SERVICE
ABSTRACT OF TITLE

OFFICERS

CHRISTIAN C. WEICHSEL
Chairman of the Board

Dexter Hamilton . . . President and General Counsel	J. F. Hayth Assistant Secretary
Ernest R. Tennant Vice-President	M. H. Boynton Assistant Secretary
J. C. Tenison Vice-President	Joe Agee Assistant Secretary
Harold Star Vice-President	Hamilton, Lipscomb, Wood & Swift General Attorneys
John C. Cox Title Officer	
Drake McKee Secretary	

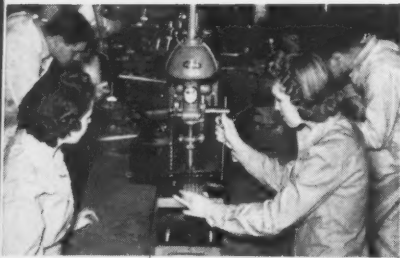
DIRECTORS

CHRISTIAN C. WEICHSEL
Chairman of the Board

Nathan Adams . . . Pres., First Natl. Bank in Dallas	A. D. Martin President
C. L. Allen Attorney	Central Engineering and Supply Co.
E. L. Dalton . . . Pres., E. L. Dalton Company	W. J. Morris . . . Pres., The Continental Supply Co.
J. B. Donovan . . . Pres., Morten-Davis Company	A. F. Pillet . . . Pres., Republic Insurance Co.
Leonard Eppstein Investments	Lester A. Russell . . . Pres., Russell Realty Co.
Dexter Hamilton . . . Pres. and General Counsel	Hugo W. Schoellkopf . . . Vice-President
Dallas Title & Guaranty Company	The Schoellkopf Company
Joseph L. Higginbotham Treasurer	E. L. Smith Oil Producer
Higginbotham-Bailey-Logan Co.	Harold Star Vice-President
Ernest Hundahl . . . Resident Vice-President	Dallas Title & Guaranty Company
Mutual Benefit Health and Accident Assn.	J. C. Tenison . . . Vice-Pres., Dallas National Bank
J. L. Lipscomb Attorney	Ernest R. Tennant . . . Pres., Dallas National Bank
Hamilton, Lipscomb, Wood & Swift, Attorneys	Roger L. Tennant . . . Pres., Butane Gas System Co.
	Grady H. Vaughn President
	G. H. Vaughn Production Company



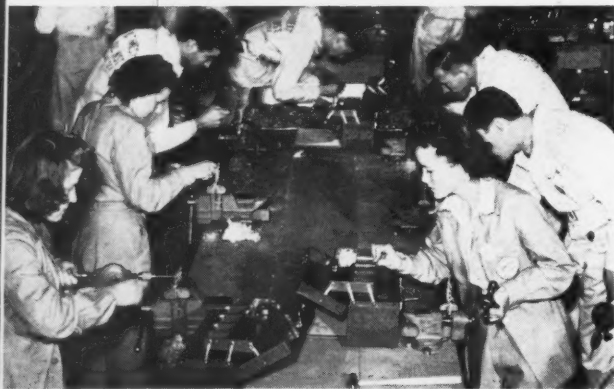
J. WALTER WOERNER
General Manager



Training to America's
STUDENTS FITE THR
DAILY OWN

Southwest
Aeronautical Institute
prepares men and women, by preliminary training, to go to work in aircraft plants. Southwest's objective is the most practical training for that purpose in the shortest practical time.

When Southwest trains 'em,
the aircraft plants want 'em!

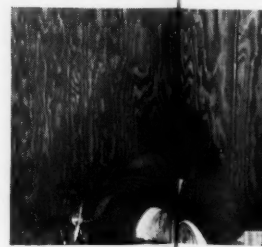


Three Schools

Pacific School,

Southwest Institute,

Pacific Airline School,



Vice President heads the



Lots of
Visual
Classroom
Instruction

SOUTHWEST AERONAUTICAL INSTITUTE

2201 Commerce Street
at Preston

DALLAS, TEX.



F. B. MEANS
Sales Manager

to Brica's Planes

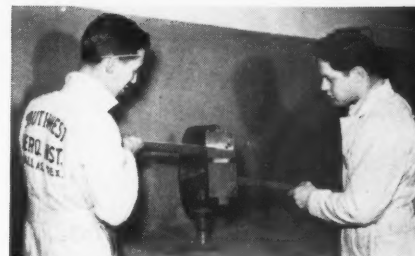
ENTS FIVE THREE
DAILY OWN



Southwest Aeronautical Institute

has trained and placed thou-
sands of men and women.
When they graduate from
Southwest they get jobs! And
that's what they come here
for!

Good instructors, the best
of equipment, complete co-
operation, get the job done!



ree Schools

Pacific School,

Southwest Institute,

Pacific Minneapolis



President heads the



The Staff of
Expert Factory-
Trained
Instructors



Life Underwriters Strive to Improve Service for Dallasites

By John P. Costello
President, Dallas Association of Life
Underwriters



Service is as important as selling
to a life underwriter.

THROUGH the Dallas Association of Life Underwriters, leading life insurance men and women of the city are presenting an united front to the end that a positive and constructive influence be exerted for the constant improvement of life underwriting service to Dallas citizens.



MR. COSTELLO

Representing a profession that is the essence of democracy, the more than 200 members of the Dallas Association are also alert to their responsibility in the current national emergency and are stepping forward to assume a leadership in defense activities to help preserve true democracy in the United States.

Full advantage of the high spirit of cooperation that is keeping the organization effective and useful in supporting and maintaining the principle of legal reserve life insurance, and in making many worthwhile contributions to the life insurance selling profession in Dallas, is being taken by the Dallas Association in fostering an all-out war service in support of the system of government that has made possible the development of the agency plan of carrying the benefits of life insurance to the public.

We life underwriters well know that the idea of people joining hands in a common cause to protect those they love and to assure happiness to themselves in their own later years is a concept that totalitarianism would hardly accept, and we are keenly conscious of the fact that

64,000,000 American citizens, by working out their own financial problems through the medium of life insurance, are demonstrating that a pure form of democracy can function smoothly and efficiently.

The Dallas Association members are volunteering with life insurance agents throughout the country to repeat a service which underwriters rendered the nation in the days of World War I. The organization will be a unit in a network of local associations throughout the country whose members are helping facilitate the sale of defense bonds and stamps. The life underwriter volunteers are primarily developing payroll allotment plans through business and industrial organizations to enable employees to make systematic purchase of defense bonds and stamps.

Both the defense needs and the realization that Dallas beneficiaries and policyholders received a sizeable portion of the estimated \$2,525,222,000 paid out in 1941 in policy benefits by the life insurance companies of the country have made the Dallas Association's membership keenly aware of the organization's responsibility and privilege of maintaining its growth and service commensurate to the position Dallas occupies as one of the key defense centers of the nation.

With American people today investing more money with life insurance companies than ever before, it is obviously significant and important to the citizens of Dallas and the life underwriters of the city that the Dallas Association—working as a unit of the Texas Association and in turn the National Association of Life Underwriters—is being stimulated

to greater accomplishment by the success so far attained in a program designed to:

(1) Improve the fitness of life insurance men and women to render an intelligent and adequate service to the public; (2) exert a concerted effort to correct abuses and eliminate various forms of racketeering on the part of individuals and questionable concerns whose purpose is to extort vast sums in premiums from the public and give almost no real protection in return; (3) extend public knowledge of life insurance and its uses; (4) aid in the enforcement of insurance laws; and (5) work in behalf of high standards of ethical conduct in the life underwriting profession.

In furthering its educational program to build for competence on the part of life underwriters, the Dallas Association yearly joins hands with the Houston, San Antonio and Fort Worth Associations in sponsoring through the Texas Association the tri-city sales congress, which brings to Dallas speakers from various parts of the country who are outstanding producers of life insurance, prominent agency managers and company officials and leading personalities in the field of life insurance education.

The year's program also includes monthly meetings addressed by top-flight men in various phases of life insurance as well as leaders in other fields; cooperation with the Dallas Chapter, American Society of Chartered Life Underwriters, in sponsoring study groups in life insurance selling and related subjects; support of the programs of the Texas and National Associations, which coordinate the work of hundreds of

similar local associations in carrying forward numerous activities to strengthen the cause of the profession of life underwriting; and cooperation with various life insurance groups in conducting special sales seminars and the like for advanced training in life underwriting.

A highlight of the season's program was the dinner-meeting in February honoring Francis G. Bray of Houston, president of the Texas Association of Life Underwriters.

It is significant that the American public continues to turn confidently to life insurance as one of the surest means of providing for the future. Dallas Association members are proud of the part they play with life insurance men and women throughout the country in serving the 64,000,000 persons who own life insurance today.

Officers of the Dallas Association are: John P. Costello, Southwestern Life Insurance Company, president; Harry M. Roberts, Reliance Life Insurance Company, vice-president; Henry S. Miller, Jr., Bankers Life Company, secretary; and Charles E. Seay, Southland Life Insurance Company, treasurer.

Moves to Larger Quarters

W. J. Carver, president of the Carver Sound Equipment Corporation has announced the establishment of his firm in new quarters at Young and Browder Streets. Mr. Carver has been in the sound equipment business here for sixteen years and distributes RCA equipment in two-thirds of the state. Recent large government contracts which have been awarded the firm include: the Fort Worth and Tulsa Bomber Plants and the Naval Air Base at Hensley Field. The company also installs equipment on the chamber of commerce annual trade-trip train.

Mr. Carver's new quarters consist of a three-story building, with a large display area on the ground floor and work shops and storage space on the floors above.

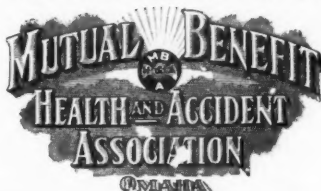
Record Cable Lines

Work on the largest single telephone construction job ever undertaken in Texas began recently when the Southwestern Bell Telephone Company started laying twin underground long-distance cables connecting Dallas, Houston and San Antonio. More than \$4,500,000 will be spent on the cables, which will treble the number of long-distance circuits connecting the three cities.

LIFETIME DISABILITY PROTECTION!

and
HOSPITALIZATION

ASSETS
\$16,006,824.41



SURPLUS TO
POLICYHOLDERS
\$2,530,283.44

Largest Exclusive Health and Accident Organization in the World
ERNEST HUNDAHL, General Manager Texas, Oklahoma and Louisiana



LET ME SHOW YOU 20 ways to get longer life from your car

If you've been wondering how that car of yours will ever last for the duration of the war, I believe I can help you. I'm no magician, but I can show you how to get lots more miles from the car you have. Won't you come in, get your copy of the booklet, "20 Ways to Get Longer Life from Your Car," and let me answer those car questions that have been troubling you.



HUMBLE OIL & REFINING COMPANY

Today — More Than Ever — a Service Institution

CHAMBER HELPED FOUND INSURANCE AGENTS ASSN.

By Charles R. Tucker

President, Dallas Insurance Agents
Association, Inc.

INSURANCE is the backstop of credit and in these United States of America where credit plays such an important

"52 Years in Dallas"

J. W. LINDSLEY & CO.
Realtors

Our 52 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property
1209 Main St. • Phone C-4366

Treat Yourself to a
Health Vacation In
HOT SPRINGS
National Park, Ark.

Tone up with a round of
the famous baths in the
Eastman's big U. S. Govern-
ment supervised bath house

**Hotel EASTMAN
and BATHS**

*Growing
with TEXAS*

**Great National
Life**
DALLAS
S. J. Hay, President

part in the American way of business, modern business would be impossible without insurance. Insurance is a great business but it is also a social agency that touches the life of every individual American. Dallas is known nationally as a great insurance center and because of the importance of the insurance business, the Chamber of Commerce in 1929 set about forming the Dallas Insurance Agents Association, "to promote and protect the interest of the public; to inculcate correct principles and methods of conduct of the insurance business; and to render its efforts in maintaining the insurance business on a high moral and legal plane."

"Shortly after I became Secretary of the Dallas Chamber of Commerce in 1929, the Board of Directors discussed the very heavy fire losses in Dallas and the high insurance premiums," writes C. J. Crampton, now of Houston, in a letter praising the work of the Association. "I was instructed to look into the matter. Very quickly it was ascertained that the insurance agents of Dallas were unorganized and that the whole fire and casualty business was in a most chaotic condition. The Board instructed me to work with the local agents and we began an extended number of meetings to lay the basis upon which to form an association which would establish a code of ethical procedure and permit the agents to work together for the improvement of their field."

Thanks to the Dallas Chamber of Commerce the foundation for our Association was made secure and firm and we have enjoyed a healthy growth that has made our local organization a most vital and active link in the state and national associations of fire and casualty agents. Our association is a trade organization and nearly every trade and many professions have found that the trade associations have a stabilizing influence that is beneficial to the general public as well as to the members of the trade. In times of great national stress, depression or danger, trade associations



MR. TUCKER

are even more valuable and more necessary than in times of peace and plenty.

Like other trade groups, the Dallas Insurance Agents Association has established rules and regulations, has carried on research work and distributed information to the public and to its own members. Our offices in the Chamber of Commerce Building have become first aid stations and an information bureau for the public and for the insurance fraternity in all matters relating to the fire and casualty business. In our fire prevention work, we have been helpful in ridding Dallas of its reputation, prior to 1930, of being a "Hot City" because of the abnormally high fire losses. Our per capita loss in 1929 was \$6.18; in 1930, it was \$6.73; while in 1939 it was only \$3.80; in 1940, \$5.73 and in 1941 in spite of an increased dollar loss, the per capita was only \$3.06. Our members promoted the formation of the Dallas Fire Prevention Council and for many years our manager has been the secretary of that group.

Our Association has not only helped Dallas maintain its record as an insurance center but has helped to increase its prestige as a convention city. Our members have been instrumental in bringing to Dallas many conventions and have taken an active part in the handling of such conventions. Since our organization, we have entertained the National Association of Insurance Agents and the Texas Association of Insurance Agents each on two occasions; the national association of insurance commissioners, the national association of general agents and the national group of insurance adjusters.

At our national convention in Kansas City last October, Secretary of the Treasury Morgenthau asked all fire and casualty agents to assume responsibility for the sale, on the payroll deduction plan, of defense savings bonds and stamps in their respective cities. The agents unanimously agreed to cooperate. When the request was made Dallas was already at work on this government project; Don H. Houseman, one of our directors, had previously organized the fire and casualty agents who were at work at that time contacting Dallas firms. Twenty-five of our members have pledged their continued work for the duration or until every Dallas firm has been contacted so that every employee will be buying bonds and stamps regularly as far as his earnings will permit.

Aircraft Training School Reports Rapid Growth

Southwest Aeronautical Institute, 2201 Commerce, has had spectacular and solid growth since establishment during the latter part of 1940.

Commencing business in Dallas with the advent of airplane manufacture here, the Institute was launched on a foundation of successful experience in aircraft training. Wm. T. Grant, president, and Robert F. Miller, vice-president, are the owners of the reputable and well-established Pacific Aircraft Training School at Hawthorne, California, in the great Los Angeles aircraft center. They came to Dallas and the Southwest and brought with them their vast knowledge of factory operations.

The function of a well-conducted aircraft training school is to select men and women who can meet the requirements of the aircraft plants—and then prepare them to take and hold jobs.

Evidence that such has been the conscientious and effective procedure at Southwest is seen in the thousands of students who have been trained and placed by the school in major aircraft plants.

Students come to Dallas from many states. Throughout the Southwest bonded registrars represent the school, under direction of Sales Manager F. B. Means.

Training at Southwest is directed by a staff of factory experienced instructors, using the latest tools and equipment. The curriculum includes all phases of aircraft assembly: Blue Print Reading (40 hours), Handling and Care of Aluminum Alloys (10 hours), Metallurgy and Types of Aluminum Alloys Used in Aircraft (10 hours), Cutting and Trimming (20 hours), Drills . . . Reamers . . . Countersinks . . . Spot Facers (50 hours), Riveting (80 hours).

From a modest beginning a year and a half ago, Southwest now completely occupies the large main building on the corner of Preston and Commerce, besides two additional buildings facing on Commerce and Main. All three buildings have been wholly remodeled. All are crowded with students day and night. Classes are conducted in three shifts. It's a busy place, swarming with earnest men and women eager to learn and earn.

Southwest is said to have the largest enrollment of any aircraft assembly training school in this section. Vice-President Robert F. Miller has established his home here and actively directs the big Commerce Street plant.

GRAYSON GILL

Architect and Engineer

307 Great National Life Building



PIG STANDS, Inc.

Originators Drive-In

Restaurant Service

PRINCIPAL CITIES IN TEXAS

OTTO H. LANG

and

WILLIAM J. LANG

announce

the retirement of the firm of Lang & Witchell from the active practice of architecture and the transfer of the firm's principal plan files and good will to Grayson Gill, Architect and Engineer, Dallas.

Otto H. Lang, in order to serve the many clients for whom he feels a deep interest and continuing responsibility, will maintain his personal association with the profession of architecture by acting in an advisory and consulting capacity to Mr. Gill's organization.

Coincident with this arrangement, Mr. Gill announces the discontinuance of the firm name of Gill & Bennett and the resumption of the firm name of Grayson Gill, Architect and Engineer.

Condensed Statement
of the

Fidelity Union Life Insurance Company

DALLAS, TEXAS

December 31, 1941

ADMITTED ASSETS

Cash in Banks	\$ 177,370.67
Bonds	1,627,561.41
Stocks	224,531.33
Collateral Loans	52,266.65
Home Office Building	375,000.00
Other Real Estate	23,739.70
Policy Loans	732,958.00
First Mortgage Loans	1,370,871.95
Interest Due and Accrued	26,274.81
Premiums Deferred and in Course of Collection	219,925.14
Other Miscellaneous Assets	12,038.81
TOTAL ASSETS	\$4,842,538.47

LIABILITIES

Policy Reserves	\$4,032,573.89
Policyowners' Dividends Payable in 1942	46,774.82
Reserve for Incurred Claims Awaiting Proofs	30,500.00
Premiums and Interest Paid in Advance	24,067.20
Reserve for 1942 Taxes	21,572.43
Reserve for Accounts Payable in 1942	3,353.75
Surplus Mortality and Asset Fluctuation Fund	58,696.38
Capital Stock	\$300,000.00
Surplus Unassigned	325,000.00
Total Surplus for Policyowners	625,000.00
TOTAL LIABILITIES	\$4,842,538.47

CLU Is Badge of Merit In Insurance World

By Henry S. Miller, Jr.

President, Dallas Chapter, American Society of Chartered Life Underwriters

RECOGNIZING that financial self defense is a part of total national defense, the American people in these troublesome times are more conscious than ever before of the protection which life insurance gives them. Their need is for competent and adequate service by life underwriters in conformity with present-day requirements.



MR. MILLER

That such a need is being met is due in large part to the Chartered Life Underwriter movement, which, as an important professional development in life insurance education, has within the brief space of a few years exerted a strong and growing influence for the improvement of standards in life underwriting.

The CLU program is a tribute to life insurance agents who themselves have recognized the need for high standards of qualification and have closely paralleled what has happened in other professional fields such as law, medicine and accounting. This self-imposed program on the part of life underwriters to step up their proficiency for serving life insurance buyers and policyholders centers around the activities of the American College of Life Underwriters.

Helping accelerate this educational program is the Dallas Chapter of the American Society of Chartered Life Underwriters, whose eighteen members hold the CLU designation as a mark of recognition accorded them by their own profession for superior attainment in the matter of life insurance education.

They have merited their CLU diplomas by reason of meeting the requirements of the American College of Life Underwriters, which holds a five-part examination series each June covering not only life insurance and life insurance salesmanship but also subjects

that give the efficient underwriter the needed broad business education.

Not only are the Dallas Chartered Life Underwriters making use of their acquired knowledge for the benefit of the insuring public but they are also doing something more than is equally valuable for Dallas citizens who are life insurance policyowners or will eventually be owners of policies. Through their varied chapter activities they are contributing to the wider usefulness and service of the American College of Life Underwriters. This desire to have a large part in the movement to raise the educational level of the entire life underwriting profession in Dallas is the motivating spirit behind the chapter's program.

With the cooperation of the Dallas Association of Life Underwriters, the Life Insurance Managers' Club of Dallas and other life insurance groups, the Dallas Chapter sponsors annually local study groups to prepare candidates for the examinations of the American College. Through sponsorship of the study classes covering the various CLU subjects under capable instructors, the Dallas Chapter has encouraged and helped many Dallas life insurance men and women to participate in the CLU program, with the result that the Dallas Chapter's activities have made for a more professional attitude toward the life insurance business and a bettering of all life underwriting.

More than 25 Dallas life underwriters are now enrolled in the CLU study classes. They are among the more than 4,000 men and women country-wide who, according to an estimate of the American College, are this year studying for the June examinations. Indicating the marked growth of the CLU movement is the fact that, when the American College held its first examination in June, 1928, after being set in operation by the National Association of Life Underwriters, 21 candidates out of the 34 who took the examinations were successful in meeting all the requirements for the CLU designation, but at the college's last examination last June 187 candidates completed all requirements. To



Chartered Life Underwriter

date 2,057 life underwriters have earned the CLU designation, and in addition 3,043 others have made substantial progress toward the CLU goal by completing one or more parts of the five-part examination.

Presenting a broader concept of life underwriting service, the CLU program emphasizes initiative, knowledge, vision, judgment and skill. Its completion involves mastery of those fields of knowledge which will enable the life underwriter to analyze and meet efficiently the needs of the insuring public. The many practical ways in which life insurance can be used today necessitate a broad knowledge on the part of underwriters using them. In answer to this, the CLU movement represents a professional training of the intensive type, and the public is recognizing the CLU professional designation as the hall-mark of the properly qualified life underwriters.

Southern Methodist University is included in the network of colleges and universities throughout the country which serve as examination centers for the American College of Life Underwriters.

Tying in in other ways with the opportunity afforded by the CLU movement for advanced training for the established life underwriter, the Dallas Chapter holds regular meetings for self-improvement. These sessions are addressed by authorities on wills, law, banking, taxation and life insurance salesmanship. At the same time the chapter does not neglect the opportunity af-

forded to bring into social and friendly relations those engaged in the profession of life insurance who have acquired the CLU designation.

The officers of the Dallas Chapter are: Henry S. Miller, Jr., Bankers Life Company, president; Ben H. Williams, Southwestern Life Insurance Company, vice-president; and Ricks Strong, John Hancock Mutual Life Insurance Company, secretary-treasurer.

New York Banker Lauds Dallas C. of C.

Work of the Dallas Chamber of Commerce was lauded recently by Roland C. Irvine, vice-president of the Chase National Bank of New York City, who came to Dallas to attend a Texas Bankers' Association meeting.

Mr. Irvine said that recognition of the industrial importance of Dallas and the Southwest is increasing daily in New York and other Eastern financial centers.

In an interview with a reporter for the Times Herald, Mr. Irvine said: "You may be sure that your chamber of commerce is correct when it makes statements pointing to the growing potency of Dallas in the industrial life of the nation."

"In the East we recognize the importance of Dallas, not only for what it has done industrially but also for the continued expansion which we feel is assured."

Mr. Irvine said that undoubtedly many of the defense plants in the Southwest would be converted to peacetime uses after the war, and he predicted that these new industries would be established on a permanent basis in the Southwest.

"New York capital is particularly impressed by your freedom from labor troubles in the Southwest the banker said. "This factor has had much to do with the selection of Dallas as a site for new factories, and it undoubtedly will continue to help attract other industries since Texas labor has proved successful."

Mr. Irvine praised the important part the Southwest is playing in the war effort. He said Dallas' rank as the eighth city in defense bond sales was particularly outstanding.

Thirty-Ninth Annual Financial Statement

January 1, 1942

ASSETS

Cash in Banks and Office	\$ 443,712.89
U. S. Bonds*	1,160,182.75
Bills Receivable, Secured by U. S. Treasury Notes	1,025,000.00
Bonds (Miscellaneous)*	318,928.62
Investments in Building and Loan Associations	843,474.50
Stocks†	3,445,681.99
Mortgage Loans	666,185.31
Collateral Loans	203,093.86
Bills Receivable Taken for Fire and Other Risks	255,583.37
Agency Balances not Over 90 Days	505,885.18
Due from Other Companies	58,385.66
Home Office Building and Grounds (Dallas, Texas)	161,016.45
Branch Office Building and Grounds (Los Angeles, Calif.)	110,159.84
Other Real Estate	41,401.11
Real Estate Sold Under Contract	7,312.54
Interest Accrued	10,469.91
Miscellaneous Assets	1.00
	<u>\$9,256,474.98</u>

LIABILITIES

Unearned Premiums	\$4,082,593.81
Net Losses and Claims Unpaid	193,062.00
Estimated Taxes Hereafter Payable	130,000.00
Other Liabilities	6,311.15
Contingency Reserve	261,195.30
Capital	\$2,000,000.00
Surplus	<u>2,583,312.72</u>
Surplus to Policyholders	<u>4,583,312.72</u>
	<u>\$9,256,474.98</u>

*Amortized

†Value as established by Insurance Commissioners Committee on valuation of securities

**FIRE — TORNADO — WINDSTORM — HAIL — USE and
OCCUPANCY — EXPLOSION — RENTS — EARTHQUAKE
RIOT and CIVIL COMMOTION — AUTOMOBILE
INLAND MARINE**

REPUBLIC INSURANCE Co.

3415 CEDAR SPRINGS AVENUE

DALLAS, TEXAS

*Registered
Policy
Protection*

IN THE LEADING INSURANCE CENTER OF HALF THE NATION

... Republic National Life enjoys record-breaking growth. 1941 was our best year, with 1942 already assured as better still.
... "Registered Policy Protection" at no additional cost. Operating in seven states.

Address inquiries: M. ALLEN ANDERSON, Vice-Pres., Director of Agencies

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

THEO. P. BEASLEY - PRESIDENT
HOME OFFICE

DALLAS

TEXAS

The Value of TITLE INSURANCE And what it is

By Dexter Hamilton
President, Dallas Title and Guaranty
Company

TITLE insurance until somewhat recent years was perhaps the least known and used of all kinds of insurance in Texas. Under the statutes of the state authorizing the creation of such insurance companies, they may exist only for the purpose of insuring titles to land, or



MR. HAMILTON

or interest therein, in Texas and other states of the United States, and for the purpose of indemnifying the owners of such lands and the holders of interest in or liens on such lands against loss or damage on account of encumbrances upon or defects in title.

Real estate has always been the most coveted of property, especially among Anglo-Saxon peoples. Its desirability as property is universal, and throughout the history of this country its ownership has been favored by more legislation designed to throw safeguards around it than has been true with reference to the title and ownership of any other kind of property. The result is that rights in land and the title thereto have been made extremely strong. More caution is exercised in the acquisition of title to and interest in real estate than that exercised with reference to most all other property rights.

Generally speaking, the only way to ascertain whether or not the record title to property from the sovereignty of the soil in any owner or claimant can be established is by an examination of the public records disclosing the course of the title from the beginning. This itself is not sufficient to establish with certainty that the record holder of the title has it entirely clear of claims and encumbrances.

The law of descent and distribution is such that frequently an examination of

the record title will not reveal all the owners of rights and interest in it. A man may die intestate and thereupon the title passes to his heirs and those entitled to succeed to claims to interest in the land. These things frequently cannot be disclosed from the records of the title.

An owner may die leaving a will which is duly probated, thereby apparently establishing title in his devisees, yet, at any time within four years from the date of the probate of such will, any persons having or claiming an interest in the property may bring a contest to set aside such will on various grounds, the correctness of none of which can ever be established except by a judgment of a court having jurisdiction of the matter.

Statutory liens from time to time may be established for monies owing, which will impair, and possibly destroy, the rights of an intervening vendee or mortgagee. Often tax statements showing the payment of all taxes are accepted in good faith by those dealing with land titles and thereafter the taxing authorities may repudiate such statements showing all taxes to be paid and assert claims

for delinquent taxes, with penalties and interest. Other defects and conflicts of a great variety may arise to plague the purchaser or mortgagee of land.

The value of title insurance is that it puts to rest, so far as such doubts and possible adverse claims are concerned, all questions, either as to a purchaser or a mortgagee.

Title insurance companies in Texas are subject to control, examination and regulation by the State of Texas, acting through agencies designed and created primarily to protect the interests of policy holders. Such companies must maintain sound reserves and unimpaired capital stock. They carefully abstract all the records of titles and have them examined in connection with issuing every policy by competent real estate lawyers who specialize in land law. The companies at all times are required not only to keep themselves solvent, but to maintain the reserve with the Insurance Commissioner provided by law. Such companies being corporations organized under the laws of this state so that their existence can be, and practically speaking is, a continuing one, those who insure their titles in them are not only assured thereby that their respective titles are sound, but they are likewise assured of the protection of such titles without expense and without loss.

The value of title insurance is attested most forcefully by the ever increasing requirement by investment bankers and insurance companies of title insurance covering security for loans made by them.

A title policy helps
protect one of man's
most treasured
possessions



Fire
(Continued)
first t
that s
been m
Fire
good r
and l
000 sc
Fire
forty-s
Civitan
senior
fire de
Acco
prove
the eff
In th
in the
000 ha
set a r
months
The
garages
of litte
papers
ing in
the fam
boys an
leaves;
with th
thing in
for the
Succ
lenge t
larly to
facturin
losses o
and in
cerns h
somethi
prevent
Fire De
tion ser
Fire Pr
paign t
groups.
Head
who suc
ganizer
group h
dustrial
the city
hazards
Their p
ductory
sound m
prevent
is appea
in fire p
agement

Fire Prevention

(Continued from Page 15)

first time in the city's recent history that such a marked improvement has been made along these lines.

Fire Chief L. M. Funk credits the good results directly to the educational and home inspection service of the 14,000 school children in the Dallas Junior Fire Prevention Council operated in forty-six public schools by the Dallas Civitan Club, in cooperation with the senior Fire Prevention Council and the fire department.

Accomplishments of these youngsters prove that positive results will come if the effort is far-reaching and consistent.

In thirteen months the boys and girls in the council corrected more than 170,000 hazards in Dallas homes. One girl set a record with 466 corrections in 4½ months.

The youngsters searched attics, closets, garages and outhouses for accumulations of litter, oily rags, etc. They collected papers and leaves. One boy found wiring in his home faulty, then saw to it the family rewired the entire house. The boys and girls don't burn dry grass and leaves; they cut the grass, rake it up with the leaves, then bury the whole thing in a dirt pit; makes good fertilizer for the lawn.

Success of the boys and girls is a challenge to the rest of the city—particularly to business, industrial and manufacturing areas where fires are boosting losses entirely out of reason. Business and industry and manufacturing concerns have an opportunity to actually do something in the way of organized fire prevention. They can cooperate with the Fire Department's fire prevention inspection service, and the Civic Committee for Fire Prevention in its educational campaign that is available for employee groups.

Headed by L. C. Roberts, chairman, who succeeded James H. Hickerson, organizer of the civic committee, this group hopes to make every business, industrial and manufacturing concern in the city responsible for removing fire hazards in its immediate surroundings. Their program includes a short introductory talk, then a 30-minute color and sound moving picture showing ways to prevent fires in industry. The committee is appealing to management for vigilance in fire prevention. They are asking management to appoint one or more persons

to head a firm's fire prevention campaign; under them are to be individuals responsible for correcting fire hazards in their departments or floors. Success of this perpetual fire prevention campaign depends on the cooperation given by business, industry and manufacturing plants to the civic committee when its members request time and place for a program presentation.

The Junior Fire Prevention Council has accomplished good results in the residential areas; with a similar program in the downtown areas, fires in business, industry and manufacturing

establishments can be reduced. Just how much depends on the individual.

If there are no hazards, there can be no fires!

To meet the state's construction demands, Texas cement plants in 1941 turned out 31.3 per cent more barrels of this commodity than in 1940. Shipments kept pace with production to reduce stocks on hand at the end of December, 1941, to only 739,000 barrels, 17.2 per cent below the stocks at the end of 1940. Production in 1941 totaled 9,679,000 barrels, shipments 9,843,000 barrels.

Progress Report

December 31, 1940-1941

ASSETS

	1940	1941
Cash in Bank	\$205,958.52	\$229,746.25
U. S. Government and Municipal Bonds	558,631.54	712,749.12
Mortgage Loans	1,990,595.64	2,460,698.70
F. H. A. Mortgage Loans	783,250.41	856,384.20
Bank and Insurance Stocks	414,873.70	425,892.86
Home Office Bldg. and Lot	1940 \$988,833.54 1941 \$988,833.54	
Less Dep. Reserves	91,477.11 122,671.49	897,356.43 866,162.05
Other Real Estate		500,879.52
Policy Loans		1,218,898.88
Automatic Premium Loans		325,966.29
Premium Notes		77,329.74
Deferred and Uncollected Premiums		311,851.67
Accrued Int. Receivable and Other Sundry Assets		32,176.53
Total Assets	7,317,768.87	\$8,114,479.19

LIABILITIES

Current Bills Due or Accrued	\$5,273.59	\$4,841.55
Premiums and Interest Received in Advance	48,047.40	53,833.04
Death Claims Reported and Proofs Not Received	6,274.00	4,210.00
Reserved for Unreported Policy Claims	—	10,000.00
Reserve for City, County, State and Federal Taxes	22,576.34	28,529.64
Other Sundry Liabilities	58,359.74	52,580.52
Total Current Liabilities	\$140,531.07	\$153,994.75

Funds Exclusively for Protection of Policyholders

Full Legal Reserve on Outstanding Policies	\$6,378,629.66	\$7,008,127.88
Capital Stock	310,000.00	400,000.00
Special Reserves and Contingent Funds	93,527.28	103,527.28
Surplus	395,080.86	448,829.28
Total Liabilities	\$7,317,768.87	\$8,114,479.19

Insurance in force December 31, 1941

Life over	\$52,000,000.00
Double Indemnity over	\$19,000,000.00

United Fidelity Life Insurance Co.

D. E. WAGGONER
President

Secretary-Treasurer
W. H. PAINTER

D. EASLEY WAGGONER
V-Pres. & Gen'l Mgr.

Home Office—Elm and Griffin—Dallas, Texas

99 Firms Move to Dallas in January

Ninety-nine new firms located in Dallas during January, including five manufacturing plants, fourteen wholesale houses, thirty-one retailers, four oil companies and forty-five classified as miscellaneous. In the total were thirteen branches. Among the concerns were the following:

Manufacturing

Jack Frazier Company, 4145 Commerce Street. Manufacturers of public address systems.

Parkland Shirt Company, Inc., 2805 Main Street. Shirt manufacturers.

Produce Containers Company, 1128 South Beckley Ave. Wood boxes.

Realshine Company, 5308 Junius Street. Formerly located in Galveston. Manufacturers of shoe polish.

Wholesale

All States Iron Co., Inc., 2817 Oak Lane. Iron and steel products. Home office, Shreveport, La.

Balaped Company, 2418 Fairmount St. Retail food appliances.

Child Evangelism Publishing Co., 1202 Liberty Bank Bldg. Publications.

Chrysler Corporation, Airtemp Division, 1100 Cadiz St. Air conditioning equipment. Home office, Dayton, Ohio.

Curtiss Candy Company, 1300 South Akard St. Candy. Local warehouse. Home office, Chicago, Ill.

Iselin-Jefferson Co., 503 Texas Bank Bldg. Textiles. Home office, New York, N. Y.

Y. L. Jones, 916 Commerce St. Wholesale underwear.

J. W. Morehead, 913½ Main Street. Furniture polish.

William H. Peirson, 1312 Santa Fe Bldg. Textiles.

Shawnee Pottery Company, 5614 McCommas Blvd. R. C. Shilling, representative.

L. R. Tilton, 512 Gulf States Bldg. Brushes.

Union Chain & Manufacturing Co., 1417 Magnolia Bldg. Home office, Sandusky, Ohio.

Wright Waterproofing Co., 1512 N. Fitzhugh Ave. Waterproofing materials.

Petroleum

Geochemical Surveys, 3808 Cedar Springs Road. Geophysicists.

V. A. Hughes & Co., 513 Gulf States Bldg. Oil operators.

C. D. Lockwood Oil Reports, 728 Kirby Bldg. Oil reports.

Red Bank Oil Co., Republic Bank Bldg. Oil producers.

Miscellaneous

Advertising Poster Co., 1304 Marilla St. Poster advertising.

Dallas Aircraft Training Schools, 418½ North St. Paul St. School.

Paul R. La Due Advertising Co., 500 Factory St. Poster advertising.

Motors Holding Division, General Motors Corp., 2001 McKinney Ave.

State Insurance Department, 817 Kirby Bldg.

Texas Defense Relocation Corp., FSA Administration Bldg., Fair Park.

Office of Price Administration, Tower Petroleum Bldg.

Department of Agriculture, Farm Security Administration, Assistant to Administrator, 1128 Liberty Bank Bldg.

Department of Labor, Children's Bureau, Rio Grande Life Bldg.

Southwestern Life Report Shows Big Gain

With a gain of \$24,077,074 for 1941, Southwestern Life Insurance Company has \$405,210,008 insurance in force, C. F. O'Donnell, president, reports in the thirty-ninth annual financial statement to policyowners.

The continued progress of this Texas institution records numerous items indicative of the financial strength of Southwestern Life.

Assets are \$80,618,343.61 reflecting an increase of \$7,203,213.84 for 1941—a gain of \$977,304.50 over the increase reported for 1940, which was the largest in the company's history.

The company continued its enviable record of never having had a default of either interest or principal on any bond owned by it. The report also shows that the company carries no real estate in excess of current market value and that it continued to earn a rate of interest during 1941 in excess of 4 per cent.

Man Who Helped Design Dallas' Skyline Retires

Otto H. Lang, dean of Texas architects and designer of a majority of the units in Dallas' famous skyline, this month announced the retirement from business of his firm, Lang & Witchell, and his association in an advisory and consulting capacity with Grayson Gill, local architect and engineer. The principal plan files and good will of Lang & Witchell have been transferred to Mr. Gill.

Engaged in the architectural profession in Dallas for 54 years, Mr. Lang has played a major role in the building of



MR. LANG



MR. GILL

the city. Among the larger structures which he designed and supervised in erection were the Southwestern Bell Telephone building, the First National Bank and Annex, Southwestern Life, Dallas Power & Light, Dallas Gas Co., Times-Herald, Cotton Exchange and Gulf States buildings, Athletic Club, Fair Park Auditorium, County Records building, Jefferson Hotel, Sears-Roebuck, Adolphus Annex, Fidelity, Southland Life, Wholesale Merchants, Mercantile and Insurance buildings, White-Plaza Hotel, Sanger Apartments, Scott Hotel, Higginbotham-Bailey-Logan block, Western Union, the T. & P. building, General Electric building and Highland Park High School.

Otto Lang was born in Germany and received his architectural and engineering training in that country. Coming to the United States on his wedding trip in 1888, he visited Dallas and was impressed by its evidence of future growth and he decided to locate here.

After two years working in several architectural offices, Mr. Lang was engaged by the Texas & Pacific engineering department in 1890, where he was placed in charge of architectural and structural design in all types of railroad structures.

During his 15 years in this capacity,

his outstanding work was the T. & P. Depot at Fort Worth.

The partnership of Lang & Witchell was established in 1905 with Frank O. Witchell, now retired, and for 37 years has been a leading architectural firm of Texas, handling a volume of work over the state.

Mr. Lang won in competition over Dallas architects the first permanent Exhibit Building for the State Fair of Texas.

In addition to his wide activities in the architectural field, Mr. Lang has devoted much time to civic interests of the community and served as Commissioner of Streets and Public Property for the City of Dallas from 1915 to 1919. During this period he was instrumental in revising and modernizing the building safety codes of the city and establishing a city engineering department.

In personal tribute to the noted architect, a testimonial dinner for Mr. Lang was given Friday evening, February 27, in the Adolphus Hotel Danish room by friends in the construction business and attended by civic and business leaders of the city.

Trinity Universal Company Reports on Progress

In his annual report to stockholders of Trinity Universal Insurance Company, at Dallas, Edward T. Harrison, president, stated that 1941 was among the most successful in the company's history.

Net premiums written during the year totaled \$5,418,736.95, an increase of \$823,232.76. Assets increased \$652,501.31, which brings the company's total assets to \$7,477,192.99 and the reserves for losses and unearned premiums has been increased to \$4,468,094.23. The combined capital and surplus amounts to \$2,396,326.48, available for the protection of policyholders.

Trinity Universal writes full coverage automobile, miscellaneous casualty, fire, inland marine and workmen's compensation insurance and fidelity and surety bonds.

Officers reelected are: Edward T. Harrison, president; Isaac Bledsoe, O. S. Boggess, G. S. Yeargan, Dan F. Brown and R. H. Ritter, vice presidents; Benjamin D. Taylor, treasurer; W. O. Daniel and W. G. Dixon, secretaries; Lloyd Andrews, Ralph P. Buckner, R. Ellis Douglass and R. M. McWhirter, assistant secretaries; J. Ross Britain, auditor; Hamlett Harrison, general counsel. A dividend of \$1.25 per share was declared, payable quarterly during 1942.

Significant figures from the 96th Annual statement of the

Connecticut Mutual Life Insurance Co.—Hartford

Insurance in force.....	\$1,135,915,272
1941 gain	51,079,479
Surplus funds	16,351,007
1941 gain	1,784,164
Total resources	423,305,729
1941 gain	29,424,163

E. F. WHITE & ASSOCIATES

107 N. FIELD ST.

DALLAS

PHONE C-9124

Store Interiors and
Fixtures, Designed by
Sales Engineers. AT YOUR
SERVICE. NO OBLIGATION

Adleta SHOW CASE &
FIXTURE MANUFACTURING CO.

1907 CEDAR SPRINGS • DALLAS, TEXAS

Women... Wings for Victory



Women between the ages of 18 to 35 who are ambitious and want to do their part in a defense job can take a six-weeks' training course with Frye and qualify.

Day and Night Classes for Men and Women

FRYE AIRCRAFT COMPANY

Phone Riverside-4611

1914 North Harwood, Dallas, Texas

"Ask Any Frye Student"

FLOWERS to BLOSSOM for DEFENSE

RISING above adversities with the promise of an even greater and more spectacular floral display than last year, the 1942 Gardens of the Americas will be seen March 21-29 in the general exhibits building of Fair Park. The profusion of flowers will bloom for the benefit of local war relief agencies.

Destruction by fire of the State Fair's automobile and foods buildings, original site for the show, necessitated the change to the general exhibits building, which according to Herbert Marcus, general chairman of the Dallas Anniversary Association, sponsor of the show, offers a more interesting display.

Because of the tremendous success of the first Gardens of the Americas in the spring of 1941, the Dallas Citizens Council, composed of more than a hundred leading citizens, planned to make it an annual affair. At the outbreak of the war, they determined to continue with their plans, making the show finer than the first which attracted 100,000 visitors and giving the entire profits to local war relief agencies.

The Royal Horticultural Society of England has continued shows regularly in the face of bombings, Chairman Marcus reported, finding that the beauty of the shows has been valuable to morale. Similar shows will be held in Chicago, New York, St. Louis, Houston and Detroit this year.

Assisting Mr. Marcus as members of the executive committee are E. P. Simmons, W. J. Brown, Fred F. Florence, King H. Duggan and Herbert Carpenter. Officers and directors are Mr. Marcus, president; Mr. Duggan, Mr. Simmons, Mr. Brown, vice-presidents; Nathan Adams, treasurer; Mr. Carpenter, secretary; E. R. Tennant, G. L. MacGregor, Fred F. Florence, R. L. Thornton, J. B. Adoue, John W. Carpenter.

Directing the 1942 Gardens of the Americas are Mrs. Robert McGreer Hall, general chairman of the women's division, and Herbert Marcus, general chairman of the Dallas Anniversary Association, sponsor of the show. Entire profits from the show to be held on March 21-29 at Fair Park will be given to local war relief agencies.



A special advisory board appointed by Mr. Marcus includes Hamilton Lee, Ballard Burgher, Laurence S. Kahn, Roy Munger and Mrs. W. E. Crow.

Mrs. Robert McGreer Hall, chairman of the women's division, has announced the following officers and committees: honorary vice-chairmen, Mrs. Gross R. Scruggs and Mrs. E. J. Ward Gannon; first vice-chairman, Mrs. Laurence S. Kahn; second vice-chairman, Mrs. Margaret Scruggs Carruth; secretary, Mrs. Slaughter Browning; vice-chairmen, Mrs. Edgar Padgitt, Mrs. J. C. Karcher, Mrs. Clarence T. English and Mrs. Margaret Callaway.

Heading committees are Mrs. O. S. Boggess, schedule chairman; Mrs. John Salois, city-wide chairman; Mrs. R. L. Thornton, judges chairman; Mrs. Wortham Collins, chairman for interior decorations, Mrs. John M. Boyd, properties chairman; Mrs. Charles Riley, displacement chairman; Mrs. Corinne Templeton Pearce, chairman of table arrangements, and Mrs. W. P. Luse, ticket chairman.

Over 10,000 books of tickets were sold in the first two weeks of the advance ticket sale by Mrs. Luse, Mrs. Dero Seay, her co-chairman, and their committee members toward a goal of 20,000 books. The books of five admissions cost \$3. Single admissions are 85 cents, taxes paid. The advance sale of books will be closed March 9.

Joe O. Lambert, Jr., was again ap-

pointed to direct the show and recently returned from California where he consulted with garden club leaders on distinctive, original and novel exhibits. He was in conference with officials of the California Floral Association, the world's largest wholesale cut flower market, concerning a tremendous display of cut flowers from California. The exhibit will call for a complete refrigerated carload of fresh flowers.

Mr. Lambert also issued invitations to the famed Huntington Gardens and orchid specialists in Los Angeles and San Francisco to send their finest blossoms.

According to Mr. Lambert, the orchid display this year will be larger than that of last year and some new varieties, never before shown in this section, will be exhibited. The firm from which the orchids will come has over 250,000 plants. Often their morning cutting totals 1,000 rare blossoms. Included in the exhibit will be blossoms from rare orchid plants which were sent to this country from England for safe-keeping.

The Romance and History of Gardening in America is the theme selected for the second Gardens of the Americas. Through garden arrangements and interiors created by outstanding decorators of Dallas, the history of the United States will be reenacted.

The main entrance of the show will open onto the Court of America with a central garden and on each side of the

avenue
and his
window

At
will sta
nificen
house.
tion.
various
ferent
depict

Mos
rangen
of whi
ter. W
visited
has inc
cationa

A ce
be allo
garden
will lin
also wi
includi
Dallas.
hibits
fresh re

**Texas
On R**

A str
thetic
mapped
nent T
state's
scribed
Texas
Stewart
organiza
ident of
Dallas
commit

Initial
will be
iversity
the pro
lene from
synthetic
which h
Schock
will also
of facto
through
those ne
more effi
the nation
organiza

avenues, full scale windows from famous and historical homes of America. These windows will frame floral arrangements.

At the far end of the center avenue will stand the House of America, a magnificent replica of an eighteenth century house, typical of the era of the Revolution. Throughout the show, gardens of various sections of the country and different periods of American history will depict the development of gardening.

Most modern of the horticultural arrangements will be defense gardens, one of which will incorporate a bomb shelter. While in California Mr. Lambert visited several large defense gardens and has included in the Dallas show an educational program in defense gardening.

A central section of the building will be allotted to the exhibits of the Dallas garden clubs. Shadow box arrangements will line the walls of this room which also will house the table arrangements, including the historical tables of early Dallas. Centering the garden club exhibits will be a sixty foot pyramid of fresh roses.

Texas Group Works On Rubber Program

A strong campaign to bring a synthetic rubber industry to Texas was mapped at a recent meeting of prominent Texans in Dallas. Forty of the state's leading businessmen have subscribed \$10,000 in stock to form the Texas Defense Industries, Inc. Maco Stewart of Galveston is president of the organization and Fred F. Florence, president of the Republic National Bank in Dallas is chairman of the executive committee.

Initial program of the organization will be to cooperate fully with the University of Texas in developing rapidly the process of extracting liquid acetylene from natural gas. This liquid is the synthetic rubber base for a process which has been developed by Dr. E. P. Schock of the University. The group will also assist in determining the needs of factories making synthetic rubber through other processes and finding if those needs can be supplied in Texas more efficiently than in other sections of the nation. A non-profit charter for the organization was filed in Austin.

COCHRAN & HOUSEMAN INSURANCE & BONDS

302 Houseman Building

Phone C-4566

DALLAS

THE GREATEST CAUSE FOR INSURING IS...

Insuring For a Cause

- Your Family
- Your Home
- Your Business
- Yourself



THE EQUITABLE LIFE ASSURANCE SOCIETY

THOMAS I. PARKINSON, *President*

LLOYD W. KLINGMAN, *Agency Manager*

**Tower Petroleum Building
DALLAS, TEXAS**

ABSTRACTS

TITLE INSURANCE

**When Buying Real Estate
Have the Title Insured by**

Stewart Title Guaranty Co.

CAPITAL \$1,500,000.00

"Better Be Safe Than Sorry"

Insurance Commission

(Continued from Page 12)

Board was created in 1910 regulating fire insurance principally. The Workmen's Compensation Act was passed in 1913, under which was created the Texas Employers Insurance Association, now located in Dallas. The supervision of banking was placed in a separate department in 1923, and the Insurance Department from then on devoted its attention to the one business of insurance. By 1927 the Texan had gotten off his horse and into his automobile, and in this year the Automobile Insurance Law was passed, giving the Commissioner power to approve or disapprove rates for automobile insurance and to promulgate uniform policies. The power of promulgating policy forms and controlling rates for fire insurance was already vested in the Department and had progressed appreciably by 1927.

In the year 1927 the 40th Legislature created the president Board of Insurance Commissioners to supervise all insurance matters. The Board is composed of a Life Insurance Commissioner and Chairman, a Fire Insurance Commissioner and a Casualty Insurance Commissioner whose duties are generally expressed by their titles. The Examination Division, under the primary supervision of the

Chairman, was created in 1932, completing the Insurance Department as now composed.

From its early beginning as a minor duty of the State Comptroller in 1874 then, the Insurance Department has grown out of its pioneering ways into a large and important State Department, with approximately 200 employees, supervising the insurance of millions of Texas citizens by some 1,100 companies.

In setting out the aims of the present Insurance Department, we will revert to the reference to the early Texan. He was vitally interested in the safety of his home, he was a straight shooter, and was alert to changing conditions. Texas is recognized everywhere still as a land of opportunity and as a foremost insurance state. In supervising insurance in Texas, we want first to make it safe. Definite steps are being followed by the Department to increase the safety of insurance by requiring legal and sound securities to be present in the incorporation of new companies; and a constant check is being made of securities owned by companies already operating to see that the values are there to protect the reserves and claims. Where supervision of rates is authorized by law, the Department is giving close attention to them, to see that a rate is charged which will keep the

companies solvent, but which will at the same time result in the lowest possible cost to the insurer.

In the Department we want to be "straight shooters" in our dealings with the companies, in making our supervision exactly in accordance with the law, and our regulations clear and intelligent. On the other hand, we want companies to also "shoot straight," keep their finances in excellent shape, and pay just claims promptly and in full. The insurer is interested first in having his claim paid when it is due to be paid.

At the same time, we want to be alert to changing conditions and to conform our actions to what is proved to be sound and beneficial to the companies and the insuring public. The insurance laws should be revised to eliminate contradictions and to reflect the best present thought on insurance regulation. Texas has developed thus far by the alertness and progressiveness of its people, and we want to help to continue that trend, insofar as it is possible for the Insurance Department to contribute to it.

Electric power consumption in Texas in 1941 was 14.6 per cent higher than during the preceding year, University of Texas business statisticians report.



Gee! What d'you think, darling! The draft board rejected me on account of my eyesight!

—Courtesy Buffalo Business.

Emple
Big P

The
made s
cording
annual
stockh
come o
crease
over th
were re
crease
added
capital
Neth
ed to t
relecte
Homer
Waggen
Harry
O. Hea
Joe F. E
mont;
tonio.

Office
are: Ho
board;
Groves,
Mitchel
preside
vice pre
Smith,
agents;
assistan
preside
Martin
secretar

Home
ty Com
trict off
key citi
Texas
licensed
Kansas,
Louisian
ing, Ne
zona, an

Gasol

The a
50 repre
to the A
creased
flecting
thorized
help off
costs. Th
of taxes,
on Febr
cents on
local gas
eraged 5

DALLAS

Employers Casualty Has Big Premium Income

The Employers Casualty Company made substantial gains during 1941, according to A. F. Allen, president. The annual report, recently delivered to the stockholders, revealed a premium income of \$3,469,702.83 for 1941, an increase of \$310,553.47 or 9.8 per cent over that of the previous year. Assets were reported at \$4,248,509.23, an increase of \$327,759.60. \$64,073.03 was added to the surplus account to make a capital and surplus of \$1,132,746.58.

Neth L. Leachman of Dallas was elected to the board of directors. Directors reelected for the coming year include Homer R. Mitchell, A. F. Allen, Leslie Waggener, Wirt Davis, L. W. Groves, Harry P. Lawther, E. E. Watts, and W. O. Head, Dallas; Dan Moody, Austin; Joe F. Etter, Sherman; T. S. Reed, Beaumont; and E. A. Holmgreen, San Antonio.

Officers elected for the coming year are: Homer R. Mitchell, chairman of the board; A. F. Allen, president; L. W. Groves, executive vice president; Ben H. Mitchell, secretary; E. E. Watts, vice president and treasurer; C. G. Weakley, vice president and sales manager; H. C. Smith, Jr., vice president in charge of agents; A. H. Plyer, vice president and assistant treasurer; L. A. Guthrie, vice president and claims manager; J. T. Martin and H. Gaston Tatom, assistant secretaries.

Home offices of the Employers Casualty Company are located in Dallas. District offices are maintained in nineteen key cities in Texas. In addition to its Texas operations, the company is licensed to do business in Oklahoma, Kansas, Missouri, Illinois, Arkansas, Louisiana, Mississippi, Colorado, Wyoming, Nevada, Oregon, California, Arizona, and New Mexico.

Gasoline Price Rises Slightly

The average retail price of gasoline in 50 representative U. S. cities, as reported to the American Petroleum Institute, increased fractionally on February 1, reflecting the sectional price advances authorized by the Price Administrator to help offset increasing transportation costs. The service station price, exclusive of taxes, averaged 14.12 cents a gallon on February 1, compared with 13.94 cents on January 1. Federal, state, and local gasoline taxes in the 50 cities averaged 5.97 cents a gallon on both dates.

LAWYERS TITLE OF TEXAS Inc.

State-Wide Title Insurance Service

DALLAS

1107 Main Street

R-9858

ADEQUATE PROTECTION is more essential now than ever before. There is no substitute for experience. I. Reinhardt & Son has been protecting its policyholders since 1888.

I. REINHARDT & SON

CHARLES R. TUCKER

JNO. L. COTTINGHAM

1217 First National Bank Building
Central-1291

Growing with Dallas

OLD LINE
LEGAL RESERVE
STOCK COMPANY

R. W. BAXTER
President

RIO GRANDE NATIONAL
LIFE INSURANCE COMPANY

DALLAS, TEXAS



WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

IT IS customary to say, when speaking of something indescribable, that it must be seen to be believed. But wartime Washington cannot be believed when seen. It is a fabulous and incredible city, growing too big for itself, with



MR. MILLER

thousands of workers crowding scores of buildings until even the walls seem to bulge and distend. Traffic is congested, hotels and rooming houses are packed, and the tempo of life is one of tension and hurry, even into the night. Washington still goes to bed, but somehow it does not seem to sleep.

When anything extraordinary developed in the last war that could not be readily explained, the French had a phrase for it. Shrugging, they would spread their hands and say, "*C'est la guerre.*" And today there is the tendency in Washington to ascribe the changes which are taking place to the war. If you can't find a place to sleep, "it's the war." If you spend hours seeking an agency with some authority over your problem, and walking through endless corridors of stenographers and clerks to find a man who is in conference and can't see you, anyway, "it's the war." And so it goes.

It is clear to anyone who keeps himself informed, however, that the changes being undergone in Washington cannot be ascribed blithely to the war. *C'est la guerre* is only a convenient and superficial explanation of a metamorphosis in our governmental life which is profound and far-reaching. The war has only accelerated a trend that has been in the making for ten years—a trend toward collectivism in government, a trend toward Federal supervision and control of the economic pursuits of the people.

We are living in a different kind of America than we lived in a few years ago, and the war has virtually nothing

to do with it. Before we had priorities, rationing, bottlenecks, and liaison officers, we had wages and hours, subsidies, social security, and administrators and coordinators; we still have them, of course, with the others thrown in. We now have them all galore, and they are increasing in numbers and authority. The bed you can't get now was becoming harder to obtain before the war, and the fellow you can't see now is the same fellow you waited hours to see before the war, only he was in some different department then, and will probably be in a different one tomorrow.

There is a confusion and haphazardness about Washington that is so grandiose it is almost majestic. You find yourself wondering how they do it. There are bureaus which have too much authority, others which have very little but are functioning vigorously anyway, and still others which serenely duplicate, and often frustrate, the powers and duties of others. And all are being shuffled around like clothes in an electric washer.

The psychology of Washington is not unlike that of a five-ring circus. So much activity is going on at once that the spectator is deluded and captivated by the panoramic whole, and by the time he suspects the speciousness of a particular performance, that act is whisked away and another takes its place; and the first reappears in some other setting with the same routine presented in a different dress.

It all adds up, of course: all the confusion and turmoil and extravagance and growth. It is a comprehensive overall picture of a philosophy of government in the throes of change—a change it does not fully comprehend and probably would not want if it did. It is a change from democracy to bureaucracy, from the rule of the people to the rule of executive decree; and the metamorphosis was inexorably in progress before the war began, and will probably continue after the war is over.

To what extent the American democracy will undergo transition is a question which the future and the people

must decide. Right now the issue must be deferred by the war, and the people must adjust themselves realistically to the fact that business and government have been brought closer together than ever before, which is simply another way of saying that business is being regulated and prescribed to a greater degree than ever, and that the government is exercising constantly greater control over the economic life of the people. It is necessary in a war and may prove essential in the peace to follow. Time alone will tell. Meanwhile, we should understand fully that we have embarked on a new phase of our national life.

Sees Big Role for Cotton in War Effort

Cotton is going to play an increasingly important role in the war economy of the United States during the year ahead, in the opinion of Dr. A. B. Cox, director of the University of Texas' Bureau of Business Research.

Declaring that present prices of cotton are high enough to stimulate a substantial increase in cotton acreage under favorable weather conditions, Dr. Cox points out reasons for his belief in the greater role of cotton.

In the first place, he points out that cotton "can be and should be" a strong brake against run-away inflation, since it has a wide range of civilian and war uses.

"There is a burdensome surplus of cotton in the United States that has been a threat to the cotton growers for years," Dr. Cox says, in the second place. "This can and should be fed into the market to supply a large quantity of goods at reasonable prices and at the same time relieving the surplus."

In the South, Dr. Cox declares, where some small enterprises are being closed because they are unable to handle war contracts, the high rate of employment in the cotton textile and clothing industries offers a stabilizing influence.

"The use of a substantial portion of the government-owned cotton on lease-lend to our allies in the war will be an important factor in winning the war by supplying them with essential materials."

25 DALLAS MEN IN ROUND TABLE GROUP

By Charles E. Seay

Chairman, Leaders' Round Table of Texas

LIFE underwriters today build their successes, not by selling policies, but by offering a life insurance service to meet specific needs in the right way.

To give due recognition to those life insurance agents whose sales records reveal faithful adherence to this professional concept of life underwriting and to encourage others to fall in step, the Texas Association of Life Underwriters several years ago inaugurated the Leaders' Round Table of Texas.



MR. SEAY

Its members are those top-flight life underwriters of Texas who have qualified for the leaders' group by virtue of meeting certain broad and rigid standards which measure life insurance selling efficiency in terms of competent service to life insurance buyers. Qualification for any particular year, signifying quality performance in selling, is based on accomplishments of the preceding year.

The objectives of the Leaders' Round Table reflect recognition by life underwriters themselves of the present-day requirements for life underwriting success and their resolve to do something about it. The need today is for life insurance agents who have an intelligent understanding of the environment in which they and the institution of life insurance are functioning, and who grasp the significance of the major influences which are at work to change that environment. The need is for life underwriters who can appraise the prospect's insurance needs accurately and fit insurance coverage to them efficiently.

Membership in the Leaders' Round Table of Texas is a measure of the extent to which life insurance personal producers of the state have qualified themselves for and are doing the job that is required of them as "career" underwriters. Specific eligibility rules require that the member must have been in the

life insurance business for at least two years, that he write policies protecting at least twenty new lives each year and that a minimum of \$200,000 of life insurance issued and delivered must have been sold during any calendar year.

The character of the membership of the Leaders' Round Table is indicated by the fact that, out of the more than 1,200 members in the Texas Association, only 89 life underwriters qualified for the leaders' group in 1941. Approximately the same number of life underwriters is expected to qualify for the 1942 Leaders' Round Table. Some 25 of the present membership are Dallas life insurance agents, giving Dallas a sizeable representation in the leaders' organization.

In serving as an instrumentality and incentive for constant betterment of life insurance underwriting, the Leaders' Round Table provides for its members a forum for the exchange of sales ideas and experiences so the efficiency and business capacity of each member may be increased. In addition to facilitating the interchange of experience for more effective technique, the organization places equal stress upon endeavors to advance the interests of the institution of life insurance. Reflected in the record of achievement of the members is another major objective, that of maintaining and encouraging the highest standards of business ethics among life underwriters.

The Texas Leaders are a credit to the life insurance business; they are successful and influential in their respective communities; they are highly regarded not only by the clients they serve but by their fellow life underwriters.

Polish Firm Moves Here

H. R. Gibson, president of Gibson Products Company, has announced the establishment of the Realshine Company, formerly of Galveston, in headquarters at 2644 Main. Mr. Gibson, who recently purchased the firm, which manufactures shoe polish, said the organization was moved to Dallas in order to get into a preferred trade territory.

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management

Great National Life Building
PHONE R-9349—DALLAS

Alex D. Hudson

James S. Hudson



OFFICE OUTFITTERS

FOR THE GREATER DALLAS
TRADE TERRITORY
FOR 30 YEARS

STEWART

OFFICE SUPPLY COMPANY
STEWART BLDG. 1522 COMMERCE ST. DALLAS



Wholesale Merchants Building

The pivotal point of the Dallas
Wholesale Market . . . Space
available in 300 to 2,000
square foot units at very
moderate rentals.

912 COMMERCE STREET

Phone C-3725

Dallas, Texas

Merchants Seek Law to Curb Gypsy Peddlers

Merchants of Texas are organizing to work for the enactment of a state itinerant law.

The proposed measure has strong support among agricultural groups as well as retailers and wholesalers. It provides for state regulation of the roving middlemen who buy and sell huge quantities of merchandise exclusively from motor vehicles, and who thereby escape most of the taxes and other costs imposed upon farmers and dealers who maintain their own places of business.

The bill will be introduced in the next regular session of the Texas legislature. The sponsoring organization is the Associated Producers and Distributors of Texas, of which Grover A. Godfrey, of Dallas, is executive secretary.

Advocates of itinerant merchant legislation point out that local merchants in communities of all sizes and in all parts of the state are victims of unfair gypsy competition. Therefore, committees of proponents of such legislation are being formed in every Texas county under Mr. Godfrey's direction.

The members of these committees consist of stockmen, farmers, established merchants, spokesmen for farm groups and trade associations, civic leaders, public officials and others who realize the injury done to individuals and to communities as a whole by the itinerant.

In addition to the county committees, the Associated Producers and Distributors of Texas has a state advisory committee consisting of outstanding leaders in both the producing and distributing ends of the Texas commodity trades. The members of this committee were so chosen that the various sections of the state, as well as the different lines of business, are well represented.

Texas does not stand alone in respect to the gypsy peddler problem. As a result of their victims' protests, there are now ten states which have itinerant merchant laws in effect.

These laws are not based upon the theory that gypsy peddling should be prohibited; their purpose is to require the roaming middleman to pay his fair share of the cost of government and the cost of doing business. The measure proposed by Texas producers and dis-

tributors would require the "merchant on wheels" to do the following things:

1. Pay an annual occupational license fee for the privilege of operating as an itinerant merchant.
2. Take out public liability and property damage insurance on his vehicle for the protection of other highway users.
3. Furnish a surety bond to protect the public against fraud and conditioned upon: (a) payment of all license fees and taxes owed the state or any governmental subdivision thereof; (b) payment of all checks, drafts, or other obligations issued by the licensee; (c) delivery of merchandise according to its representation as to grades, qualities, weights, measurements, footages, etc.; (d) payment of all civil obligations against the licensee in the conduct of his business as an itinerant merchant.

The following classes of truck operators would be exempted:

Farmers transporting agricultural products which they produced. Merchants hauling goods to or from an established place of business. Common or contract-for-hire motor carriers licensed and regulated by the Interstate Com-

merce Commission or the State. Persons hauling goods for their own use or consumption.

The license gives the state the means to control the activities of the itinerant, and the fee constitutes a small tax which he is required to pay for the privilege of using the taxpayers' highways as office, showroom and warehouse.

The fairness of requiring the gypsy to make some sort of contribution to the cost of government is obvious when one considers the state, county, school and other taxes which local merchants and farmers pay upon their land, buildings, equipment and other assets. The gypsy merely pays the gasoline tax, a motor vehicle license fee and, if the tax collector catches him, a small personal tax on his vehicle, all of which are paid by the local merchant and the farmer also.

Moreover, as Mr. Godfrey points out, established producers and distributors have many other costs which are escaped by the gypsy—several types of insurance, year-around payrolls, daily service to customers, utility bills, discharge of civic obligations, and a heavy capital investment.

It is the gross unfairness of gypsy competition that has provoked the demand for regulatory legislation, Mr. Godfrey says. The motorized peddler is a price cutter not because he is more efficient than the local merchant, but because he enjoys undeserved special privileges in his freedom from the burdens which are imposed upon his established competitors.

The extent of the gypsies' inroads is

BRANIFF WINS SAFETY AWARD



Robert J. Smith, vice president in charge of operations for Braniff Airways, is shown at right congratulating Ray Shrader, chief pilot, and Charlie Johnson, superintendent of maintenance, for their part in helping the firm win its third national safety council award. The honor was announced following Braniff's feat of operating over 109,000,000 passenger miles in 1941 without a passenger or crew fatality. Braniff was previously cited for perfect safety records in 1940 and 1938.

revealed by the variety of the commodities in which they deal. These include hay, grain, commercial feeds and seeds, fruits, vegetables, groceries, poultry, eggs, dairy products, livestock, cotton seed meal, fertilizers, lumber, paints, other building materials, fence posts, hardware, electrical appliances, farm implements, farm machinery, salt, clothing, dry goods, notions, household articles and a growing list of other manufactured items.

Connecticut Agency Here Is Awarded Triple Honors

The Dallas agency of the Connecticut Mutual Life Insurance Company of Hartford was recently awarded triple honors for outstanding performance in the year 1941. At the company's seventy-seventh annual general agents conference meeting in Florida recently the Dallas agency received three plaques for 1941 leadership. The first was for the largest volume of paid insurance under the employee and pension benefit plans. The second was for the largest number of new franchises of this type established in 1941. The third was for runner-up position for the president's trophy annually awarded to the agency doing the best all-round development job for the year.

The Dallas agency, under the management of E. F. White, has either won the president's trophy or been runner-up for the president's trophy of the Connecticut Mutual in five of the past seven years.

API 1942 Mid-Year Meeting Cancelled

The Twelfth Mid-Year Meeting of the American Petroleum Institute, scheduled for May 25-28 at Oklahoma City, Oklahoma, will not be held, W. R. Boyd, Jr., API president, has announced.

Extreme demands of the war upon the vital petroleum industry, which is supplying explosives, synthetic rubber, glycerine, ethyl alcohol, and many other synthetic raw materials made from crude oil, as well as unprecedented quantities of its normal products, and the solution of an ever-increasing transportation problem, are keeping members of the Institute and of its working committees so actively engaged that the Institute's executive committee, upon a recommendation of President Boyd, decided to cancel the meeting.

"From top to bottom, the personnel of the petroleum industry is busy with war work," Mr. Boyd said.

Shrine Directors to Meet Here in March

It was back in 1921, when James E. Forrest was its president, that the Shrine Directors' Association of North America met in Dallas.

In 1942, just twenty-one years later, with Alonzo John Balcom of Hella Temple, Dallas, president, the association is to again meet in Dallas.

Dates are March 26-28. Main activi-



MR. BALCOM, left



MR. FORREST, right



MR. BRIGGS, lower

ties will be carried out in the big Fair Park Auditorium.

Shrine directors are those men who direct the twice-yearly ceremonials of the various temples of the Ancient Arabic Order Nobles of the Mystic Shrine.

James E. Forrest is chairman of the executive committee arranging for the March gathering, with Potentate John L. Briggs and Past Potentate T. K. Johnston, of Hella Temple, vice-chairmen. Dr. Harrison B. Cave of Hella, is assistant director general, under Adrian W. Molesta of Salidin Temple, Detroit.

It is expected that the full imperial divan will be in attendance. It includes Galloway Calhoun of Tyler and Harold Lloyd of El Malaika Temple, Los Angeles.

Imperial Potentate Tom C. Law of Yaarab Temple, Atlanta, also is to attend, and will head a party that will go to Mexico City for a visit to Anezeh Temple there. A special train has been arranged over the Missouri Pacific lines, leaving Dallas the night of March 28.

Past Potentate George R. Jordan, international president of Lions' clubs, is chairman of the committee that will look after visiting imperial divan members.

Metropolitan

BUSINESS COLLEGE

55 Years in Dallas

Please phone C-8773 when you need a good stenographer or bookkeeper. Thank you.

PHOTOSTAT PRINTS

Southwestern Blue Print Co.

405 S. Akard St. Phone C-8084 Construction Bldg.

DRINK Seven-Up

★ YOU'LL LIKE IT
IT LIKES YOU

Fully-Paid Investment Certificates Issued \$100 to \$5,000

Insured by Federal Savings and Loan Insurance Corporation, Washington, D.C.

CURRENT DIVIDENDS 3½%

METROPOLITAN BUILDING
& LOAN ASSOCIATION

1400 MAIN STREET

GRAVEL WALL WATER WELLS

Industries need more than an adequate water supply—and the Layne Gravel Wall Well is the answer to this need. The wall of gravel around the screen provides freer flow, lengthens the life of the well and gives added protection to pumping equipment.

Call a Layne Engineer for the solution of your water problems.

LAYNE TEXAS COMPANY

HOUSTON

Phone Way. 2141 — L.D. 181

DALLAS

Phone

Taylor-4400

Advertisers' Index

Adleta Show Case & Fixture Mfg. Company	35	Henson Inc., Wm. S.	4
American Beauty Cover Company	44	Hudson & Hudson	41
Atlas Metal Works	4	Humble Oil & Refining Company	27
Bolanz & Bolanz	4	Hutchinson-Bonner & Burleson	4
Briggs-Weaver Machinery Company	4	Lang & Wittchell	29
Cochran & Houseman	37	Lawyers Title of Texas Inc.	39
Colwell Agency, Dennis G.	23	Layne-Texas Company	43
Connecticut Mutual Life Insurance Company	35	Lindsley & Company, J. W.	4, 28
Dallas Aviation School and Air College	13	Merchants Retail Credit Association	4
Dallas Federal Savings & Loan Association	20	Metropolitan Building & Loan Association	43
Dallas National Bank	4, 21	Metropolitan Business College	43
Dallas Plumbing Company	4	Miller Company, Henry S.	19
Dallas Power & Light Company	18	Mosher Steel Company	4
Dallas Railway & Terminal Company	4, 13	Mutual Benefit Health & Accident Association	27
Dallas Title & Guaranty Company	23	Ott, Inc., Chas.	4
Dallas Transfer & Terminal Warehouse Co.	4, 21	Parker-Griffith	17
Deere Plow Co., John	4	Pig Stands Company, Inc.	29
Driskill Hotel	20	Realshine Company	18
Eastman Hotel and Baths	28	Reinhardt & Son, I.	39
Ellis, Smith & Company	21	Republic Insurance Company	4, 31
Employers Casualty Company	48	Republic National Bank	2
Equitable Life Assurance Society	37	Republic National Life Insurance Company	31
Ewing Co., S. L.	44	Rio Grande National Life Insurance Company	39
Fakes Furniture Company	4	Rutherford Business College	44
Fidelity Union Life Insurance Company	29	Schoellkopf Company	4
First National Bank in Dallas	4, 19	Seven-Up Dallas Company, Inc.	43
First Texas Chemical Mfg. Company	4	Simmons Company	44
Fleming and Sons, Inc.	4	Smith & Brother Undertaking Co., Ed C.	4
Frye Aircraft Company	35	Southland Life Insurance Company	3
Gaylord Container Corp.	23	Southwest Aeronautical Institute	24, 25
Gill, Grayson	29	Southwest Industrial Equipment Company	45
Graham-Brown Shoe Company	4	Southwestern Blue Print Company	43
Great National Life Insurance Company	28	Southwestern Life Insurance Company	47
Hart Furniture Company	18	Stewart Office Supply Company	4, 41
		Stewart Title Guaranty Company	4, 37
		Swallow Airplane Company, Inc.	45
		Texas Employers Insurance Association	4
		Trezevant & Cochran	4
		Trinity Universal Insurance Company	17
		United Fidelity Life Insurance Company	33
		Wholesale Merchants Building	41

Loose Leaf and Bound Book Covers
Edition Binding—"Swing-O-Ring"
"Regular Rings" Wire-O Binding
Ask Us or Your Printer

American Beauty Cover Company
2000-8 N. Field St. R-5179 Dallas



Typewriters
Adding Machines
Repairs and
Supplies
S. L. EWING CO.

1919 Main St. C-5401 Dallas

RUTHERFORD BUSINESS SCHOOL

Shorthand, Typing, Bookkeeping, Calculator,
Comptometer and other machine courses.

Call us for better trained graduates

727 WILSON BLDG. (R-2327) DALLAS

SIMMONS COMPANY

Factory: 945 S. Lamar

Sales Office: 2302 Griffin St.

Hugh Gaffney New President of Republic

A change in executive management of the Republic Insurance Company which took place recently elevated Hugh H. Gaffney to president of the organization and gives A. F. Pillet the title of president emeritus.

Mr. Gaffney has been with the company 21 years. He came to Texas as a special agent after joining the organization but was later made manager of the company's Pacific Coast department at Los Angeles, a position he held for 16 years.

Mr. Pillet has completed 42 years in the fire insurance business in Texas and



MR. GAFFNEY



MR. PILLET

for the last 35 years has been an officer of the Republic Insurance Company.

It is the wish of the directors of the firm that Mr. Pillet continue in an active capacity with the company as he is one of the few men in the nation who has seen the insurance business grow from its infancy to a financial giant.

Dallas Banks Rank High Throughout Nation

A recent article in the American Banker showed that two Dallas banks are listed among the nation's first hundred, while one is among the second hundred, and one is among the third hundred.

The First National Bank in Dallas ranks 53rd in the nation, as compared with 61st in 1940. The Republic Bank ranks 92nd as compared to 93rd for the previous year. The Mercantile National Bank is 153rd compared to 158th for 1940, while the Dallas National Bank ranks 258th as against 261st for the previous year.

No other Texas city had banks among the top 100. Houston had four in the second hundred, and two in the third hundred. San Antonio had one in the second hundred and one in the third hundred, while El Paso had one in the third hundred.



LET US SUPPLY YOUR FABRICATED SHEET METAL NEEDS

If you are considering the purchase of any fabricated sheet metal products we will be pleased to show you our facilities and discuss your problems to the best of our ability. Whether we are able to be of service to you or not we will still be happy to meet you.

SOUTHWEST INDUSTRIAL EQUIPMENT COMPANY

Manufacturers of Steel Factory Equipment

3215 Canton Street • Riverside 1634

P. O. Box 1044

DALLAS, TEXAS

MEN—WOMEN SPECIALIZED TRAINING SWALLOW AIRPLANE Co., Inc.

TRAINING DIVISION, Wichita, Kansas

Government Approved Aircraft and Engine Mechanic
Training—C.A.A. CERTIFICATE NO. 102

DALLAS OFFICE

424-25 Rio Grande Building

Dallas, Texas

Statistics Chart Dallas' Growth

These statistics are for Dallas, Highland Park and University Park only and do not include such towns as Grand Prairie (site of the \$7,500,000 North American plane plant and \$1,000,000 Naval Base) Garland, Cockrell Hill, Pleasant Mound and other nearby communities.

Population

1940 Census (Greater Dallas)	360,212
(Metropolitan Area)	376,548

Bank Debits

	1941	1942
January	\$ 304,493,000	\$396,888,000
February	266,539,000	
March	303,792,000	
April	311,555,000	
May	319,751,000	
June	311,112,000	
July	330,799,000	
August	319,332,000	
September	342,143,000	
October	423,238,000	
November	371,839,000	
December	471,787,000	
Total	\$4,076,380,000	

Bank Clearings

	1941	1942
January	\$ 287,023,080	\$376,600,346
February	248,895,325	
March	288,663,655	
April	292,033,655	
May	301,183,323	
June	288,747,359	
July	310,343,906	
August	302,679,715	
September	326,941,056	
October	375,716,902	
November	343,547,473	
December	389,769,636	
Total	\$3,755,545,085	

Postal Receipts

	1941	1942
January	\$ 408,351	\$ 400,610
February	384,636	
March	396,608	
April	406,204	
May	415,186	
June	360,281	
July	387,651	
August	382,049	
September	427,844	
October	459,204	
November	387,323	
December	546,411	
Total	\$ 4,961,748	

Building Permits

(Greater Dallas)	1941	1942
January	\$ 1,048,691	\$ 2,433,784
February	971,557	
March	1,068,405	
April	1,142,093	
May	1,528,696	
June	1,160,812	
July	1,022,773	
August	2,214,953	
September	1,120,644	
October	2,778,473	
November	1,706,197	
December	1,501,276	
Total	\$17,264,570	

Water Connections

	1941	1942
January	81,284	83,861
February	81,552	
March	81,817	
April	82,091	
May	82,481	
June	82,764	
July	82,945	
August	83,174	
September	82,843	
October	83,172	
November	83,429	
December	83,715	

Telephone Connections

	1941	1942
January	101,940	109,120
February	102,713	
March	103,574	
April	104,077	
May	104,419	
June	104,556	
July	105,153	
August	105,963	
September	107,273	
October	107,852	
November	108,380	
December	108,810	

Electric Meters

	1941	1942
January	91,215	96,250
February	91,912	
March	92,128	
April	92,590	
May	93,233	
June	93,806	
July	93,925	
August	94,436	
September	94,940	
October	95,413	
November	95,793	
December	96,290	

Defense Bonds and Stamps

January		\$4,622,756.36
February		
March		
April		
May		
June		
July	\$ 743,840.25	
August	776,790.95	
September	992,898.75	
October	893,525.65	
November	837,773.02	
December	3,494,758.10	
Total	\$7,739,586.72	

School Enrollment

1935	54,367	1939	54,313
1936	54,466	1940	53,701
1937	54,529	1941	53,701
1938	53,959		

h

942
861

942
120

942
250

6.36

313
701
701

1, 1942

II

VOLUME

Established

**J. F.
SAM
ED**

New Play

Guibers
By S.

Garland

Guibers

Flower

Dallas

N.A.A.

Victory

Fourth A

World-R

Frank S

Statistics

Washing

110 Nev

Enrollme

Noted S

MacGreg

**Th
tal**

**Adv
Foreign
at the P
Offices
The Dal
unity an
ness me
the view**

DA

OFFICE

DIRECT

pente

John

Sim

STAFF:

Bour

Conve

Mark

Infor

Jr., P

DALLAS

FONDREN LIBRARY
Southern Methodist University
DALLAS, TEXAS

DALLAS

VOLUME 21

NUMBER 4

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

J. F. CHAMBERS, JR. Editor
SAM TOBOLOWSKY Business Manager
ED FLOYD Advertising Manager



Member Southwestern Association
of
Industrial Editors

INDEX

New Plant Is Monument to S. A. Guiberson, Jr. (Editorial).....	6
By NATHAN ADAMS, President, First National Bank, Dallas; Director, Dallas Chamber of Commerce	
Guiberson History Is Written in Black Gold.....	7
By S. A. GUIBERSON, Jr., President, Guiberson-Diesel Engine Co.; Chairman of the Board, Guiberson Corporation	
Garland Where Teamwork Works.....	9
By A. R. DAVIS, President, State National Bank, Garland	
Guiberson Men (Personality Sketches).....	11
Flower Show (Pictorial Review).....	16
Dallas County New Industrial Area.....	18
By R. L. THORNTON, President, Mercantile National Bank, Dallas; Chairman, New Industries Committee, Chamber of Commerce	
N.A.A. Record in Dallas Is Example for Nation.....	20
Victory Special to Roll Out of Dallas April 19.....	22
By HENRY ENGLISH, General Chairman, 41st Annual Business Tour	
Fourth Met Visit to Be Greatest of All.....	26
By ARTHUR KRAMER, President, Dallas Grand Opera Association	
World-Famous Engineer Speeds War Production.....	28
Frank Shaw, Veteran on U. S. Defense Front.....	29
Statistics Chart Dallas' Growth.....	30
Washington.....	32
By DALE MILLER	
110 New Firms Locate in Dallas.....	36
Enrollment Heavy for Chamber of Commerce School.....	40
Noted Scientists Praise Dallas as Convention Site.....	42
MacGregor Maps Plans for Chest Campaign.....	44

PHOTOGRAPHS

The majority of pictures appearing in this issue of the Chamber of Commerce magazine, DALLAS, were taken by Parker-Griffith Studios and by William Langley, Commercial Photographer.

Advertising rates on application. Subscription rates, \$2.00 per year. Single copies, 20 cents. Foreign, \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas, Texas. Telephone R-8451. *Dallas* is owned and published by The Dallas Chamber of Commerce. Its objective is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither *Dallas* nor The Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.

DALLAS CHAMBER OF COMMERCE

OFFICERS: Paul Carrington, President; F. O. Burns, D. A. Hulcy, C. F. O'Donnell, Vice Presidents.

DIRECTORS: Nathan Adams, Fred F. Florence, Roland Baird, W. J. Brown, F. O. Burns, John W. Carpenter, Paul Carrington, Jno. E. Mitchell, W. D. Felder, Jake L. Hamon, D. A. Hulcy, Z. E. Marvin, Sr., John C. Massenburg, H. Fuller Stevens, C. F. O'Donnell, W. L. Prehn, Jack Pew, J. M. Penland, E. P. Simmons, Ernest R. Tennant, Robert H. Stewart, Jr., R. L. Thornton.

STAFF: J. Ben Critz, Vice-President and General Manager; Clyde V. Wallis, Industrial Department; Bob Bourdene, Manufacturers & Wholesalers Department and Foreign Trade Department; Z. E. Black, Convention Department; R. C. Dolbin, Retail Department; Sam Goodstein, Transportation Department; Mark Hannon, Public Relations and Membership Service Department; Jessie Lancaster, Highway and Information Department; Velma Boswell, Cashier; Sam Tobolowsky, Office Manager; J. F. Chambers, Jr., Publicity Department; Herbert DeShong, Committee Secretary.

DALLAS • APRIL, 1942

GRAYSON GILL

Architect and Engineer

307 Great National Life Building

Your Home When Away
From Home



The
Driskill Hotel

W. L. STARK, Manager



Wholesale Merchants Building

The pivotal point of the Dallas
Wholesale Market . . . Space
available in 300 to 2,000
square foot units at very
moderate rentals.

912 COMMERCE STREET
Phone C-3725 Dallas, Texas